

AUGUST, 1936

◆ Vol. 6 No. 9

AUTOMATIC WORLD

IN THIS ISSUE:

•
SALES PROMOTION
IDEAS FOR LIVE
OPERATORS

•
PRES. EARL REYNOLDS
INVITES OPERATORS
TO DALLAS

•
NOTES ON TERRITORY
MANAGEMENT

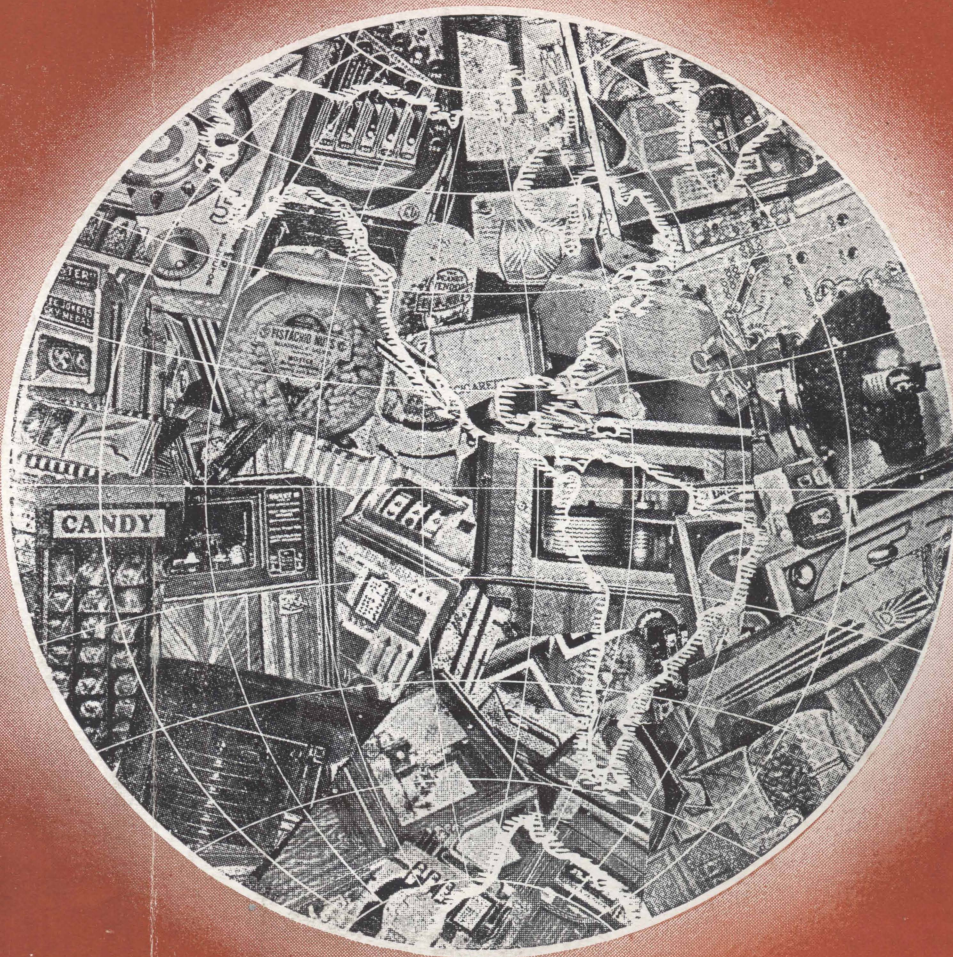
•
CONFIDENCE OF THE
PUBLIC IS IMPORTANT

•
WORLD OF BUSINESS

•
CHICAGO PAGE

•
LOUISIANA NEWS

•
MANY OTHER ITEMS



Entered as second-class matter June 19, 1931, at the Post Office at
Fort Worth, Texas, under the Act of March 3, 1879

GIVE YOURSELF

MORE CREDIT



THE BEST PAY TABLE BUY IN THE BUSINESS

Experienced operators tell you. Distributors and jobbers tell you. Anybody will tell you that there isn't a better buy to be made in the business than ROCK-OLA'S CREDIT!

So give yourself CREDIT! More CREDIT! At the exceptionally low price of only \$99.50, you can put a CREDIT on every pay table spot on your route—and credit yourself with some of the heaviest and steadiest profits ever taken out of a pay table!

See your ROCK-OLA Distributor for more CREDITS Now!

Only
\$99.50

Mint Vendor \$10.00
Ticket Unit \$10.00

ROCK-OLA MFG. CORPORATION, 800 N. Kedzie Ave. Chicago, Ill.

1-Shot PAYOUT GAME

Roundup




Two fiery red LIGHTS FLASH for every coin—and when EITHER light REMAINS LIT, Mystery Pocket pays out Special Tokens good for 100 to 500 Free Games. Can be adjusted for \$5.00, \$10.00 OR \$25.00 TOP—and any way you operate ROUNDUP the big juicy Jack Pot gets REPEAT PLAY BY THE HOUR! And your profits are protected by the 12-Coin Escalator and NEW A.B.T. 400 COIN-CHUTE which defeats "Test" Slugs, Cellophane, Shims and all other slugs in common use.

PAYOUT
\$99⁵⁰

TICKET
\$109.50

F.O.B. Chicago
NO EXTRA CHARGE FOR CHECK SEPARATOR

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

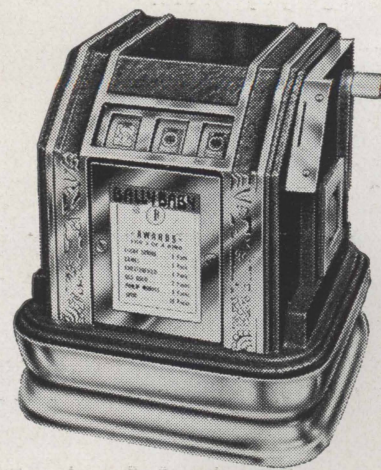
BALLY BABY

3 MACHINES FOR PRICE OF ONE!

3 games . . . easily interchangeable . . . in BALLY BABY, the world's smallest counter game, AT ONE LOW PRICE! The NUMBERS GAME with big 400 to 1 ODDS, the PENNY CIGARETTE GAME, and the NICKEL—DIME—QUARTER TRADE STIMULATOR GAME! Its appeal never grows old! No wonder operators everywhere are acclaiming this little bundle of BIG PROFITS! Small enough to carry a dozen or more in your car—fits in the most crowded counter space—makes a hit everywhere!

\$17⁵⁰
Complete

With Reels, Award Cards, Coin Chute Caps, etc., f.o.b. Chicago.



6 in. by 5 in.
7 in. high

*Thousands of Locations Waiting for
BALLY BABY...Order Yours Today!*

BALLY MANUFACTURING CO.

2640 BELMONT AVENUE

CHICAGO, ILLINOIS

JOHN A. FITZGIBBONS, INC., Eastern Distributors, 453 West 47th Street, New York, N. Y.

America's greatest year 'round money maker.

BALLY

Earns up to **\$50⁰⁰**

STRICTLY LEGAL! NO AWARDS

HERE'S the choice of the industry's keenest Profit-Prophets—men who know how to pick winners! They select BALLY-ROLL as the cream of the crop—the one “bowl-a-ball” machine that fits into the average operator's program!

BALLY-ROLL is **REALLY NOISELESS**—ball-rumble smothered to silence by scientific acoustic sound-insulation. That feature alone opens wide the doors of countless locations now closed to noisy machines.

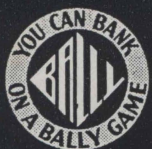
And BALLY-ROLL is **REALLY PORTABLE**—rugged, rigid, yet lightest weight machine of its kind—and built in 3 **EASILY ASSEMBLED SECTIONS**, as easy to handle, install and operate as any large pay table.

BALLY-ROLL easily **EARNs \$30.00 TO \$50.00 PER DAY**—and it's **ALL PROFIT**, as **AWARDS ARE UNNECESSARY!** People play BALLY-ROLL for the fun of it—for the sweet satisfaction of beating the other fellow's score! One game leads to another—every score is an open challenge to other patrons or passers-by—and how the money rolls in!

Compare BALLY-ROLL—feature by feature. Then act at once to get in on the ground floor. Start with one, two or three—install them in Taverns or similar spots. Within a few weeks you'll be renting vacant stores and vacant lots and operating batteries of 5, 10, 25 BALLY-ROLLS—with a life-long lease on a mansion in Easy Street!

Don't delay! BALLY-ROLL has already started the greatest boom in history! Act quick to get your share of the phenomenal profits now being earned!

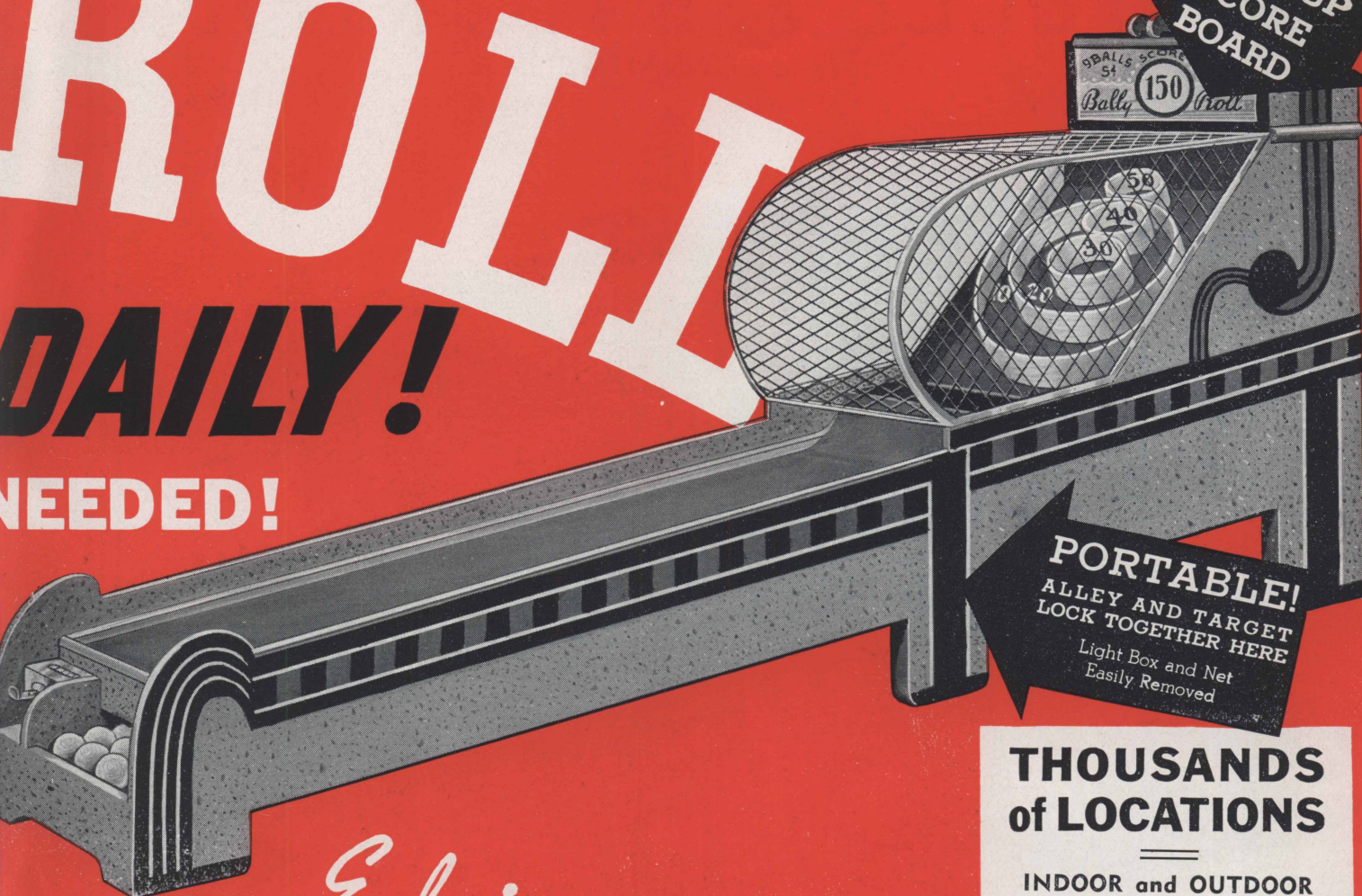
**WRITE
OR WIRE FOR
PRICES
AND REQUEST
FULL COLOR
CIRCULAR**



BALLY MFG. CO.

Opens closed territory everywhere!

ROLL DAILY! NEEDED!



CHECK THESE *Exclusive* BALLY FEATURES

FULL-AUTOMATIC-ELECTRIC: No handles or knobs to slow up play! Merely deposit coin and 9 balls are instantly released. Scoring device 100 per cent electric-optical—silent, simple, positive!

NOISELESS: Scientific acoustic insulation eliminates ball-banging and ball-return-rumble. Quiet operation enables you to place BALLY-ROLL in spots where noisy machines are not allowed.

FREE PLAY: Balls which fail to score SILENTLY return to player.

LIGHT-UP SCORE-BOARD: Gorgeous eye-appeal provided by gleaming, silver MIRRORS, flashing lights, rich colors. New Mystifying "Magic-Lantern" occupies tiny space but projects point-by-point score in 4-INCH FLAMING NUMBERS!

SOUND-EFFECT: Electric chime sounds when 50-pocket is made.

CHEAT-PROOF: Special anti-slug coin-chute SHOWS LAST 5 COINS.

9-BALL VISIBILITY: All balls released in front, entirely visible to player and within easy reach. This convenience alone creates player prejudice in favor of BALLY-ROLL.

WIDE TARGET: No squeezing in at end of alley. Target field FULL WIDTH of alley, providing MORE ACTION, MORE SKILL APPEAL—another reason why the public prefers BALLY-ROLL!

PORTABLE: As easy to install as average payout pin table, due to light weight, sectional construction and removable parts.

SMART, MODERN DESIGN: Rich colors that harmonize with any location.

TROUBLE-PROOF: Engineered and built by organization responsible for world famous Bally Payout Pin Games. BALLY-ROLL is GUARANTEED to be 100 PER CENT MECHANICALLY PERFECT — and has already gained endorsement of leading operators of this type of equipment.

VEEDER-COUNTER: Insure accurate check on collections.

THOUSANDS of LOCATIONS

INDOOR and OUTDOOR

WINTER AND SUMMER

BALLY-ROLL'S portability and noiseless operation opens doors to DRUG STORES—TAVERNS — HOTELS — CLUBS—LODGE HALLS—CIGAR STORES—SPORTLANDS — PLAYLANDS—BILLIARD PARLORS — BOWLING ALLEYS and similar spots. Practically any large or medium sized pin-game location is now a BALLY-ROLL spot.

ALSO Amusement Parks, Carnivals, Fairs, Excursion Boats, Picnic Grounds, Dance Halls. ALSO any VACANT LOT or VACANT STORE can be turned into a gold mine with BALLY-ROLL. A moderate investment will make you independent. Get details quick!

2640 BELMONT AVENUE

CHICAGO, ILLINOIS

John A. Fitzgibbons, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

STELLE and HORTON

HOUSTON

1513-15 LOUISIANA STREET

TEXAS

ROCK-OLA
MULTI-SELECTOR



AMERICA'S FINEST
PHONOGRAPHS

LOUISIANA AMUSEMENT CO.

(STELLE AND HORTON)

822 Carondelet Street

NEW ORLEANS, LOUISIANA



STONER CORPORATION
Aurora, Illinois

CUSTOM BUILT
"The Aristocrat Line"

"the phonograph with the
thousand dollar tone"



ORCHESTROPE
MODEL M-1 W

THE CAPE HART
Orchestrope

The

Orchestrope

provides

ACTION



COLOR

*with ROTO-LITE an irresistible
attention drawing feature . . .*

To attract the most attention, two things are necessary. One is color and the other is action.

The ROTO-LITE, with which all Orchestrope are now equipped, provides them both, giving a most pleasing moving panorama of constantly changing colors.

This ingenious and colorful action draws everyone's attention to the Orchestrope. Many operators tell us that this ACTION PLUS COLOR feature of the new Orchestrope has increased the coin-intake from 25% to 50%.

In addition to the ROTO-LITE, the Orchestrope has many other exclusive and desirable features. Coin-Slides, Program Holder and Multi-Selector all at the top of the instrument . . . Combined Multi-Selector and Program Holder . . . Handsome and attractive cabinet . . . Tone which everyone concedes to be the best . . . These features, found only in the Orchestrope, make it the best buy on the market today.

Because of its exclusive features; because of its sturdiness and freedom from service requirements; because of its fair price; because of the business-like and fair policies of the Capehart Corporation, and above all, because the Orchestrope will make them more money, more and more operators are turning to the Orchestrope.

Write today for operators' proposition.

Address **JACK E. YEAGER, District Manager**
Office and Display, 705 South Ervay Street, Dallas, Texas

CAPEHART CORPORATION, FORT WAYNE, IND., U. S. A.
Cable Address: "Capecorp"
World's Largest Exclusive Manufacturer of Automatic Phonographs

BRUNSWICK

7718—Never Gonna Dance—FT: Bojangles of Harlem
 7715—Mr. Ghost Goes to Town—FT: Mint Julep—FT:
 7710—Shoe Shine Boy—FT: Duke Ellington and his Orchestra
 7709—Confess—FT: Le's Have Fun—FT: Steady Steady
 7708—I Never Knew—FT: When It's Sleepy Time
 7707—A Star Fell Out of Heaven—FT: Dream
 7713—Until the Real Thing—Leo Reisman and Orchestra
 Write for Complete Lists and Wholesale Prices

VOCALION

3276—No Regrets—FT: Did I Remember—FT: Orchestra
 3289—Without a Shadow of a Doubt—FT: It Was a
 Sad Night in Harlem—FT: Cross Patch—FT:
 3277—These Foolish Things—FT: Orchestra
 3279—Swingin' the Blues—FT: I've Got Two Lips—FT:
 3288—Summertime—FT: Benny Carter and his Orchestra
 3280—Until the Real Thing Comes Along—FT: I
 Can't Escape From You—FT: State Collegians
 Write for Complete Lists and Wholesale Prices

MELOTONE

6-10-05—Knock Knock, Who's There—FT: Sing Sing
 6-10-51—By Bye Blues; Vincent Lopez and Orchestra
 6-10-11—The Way You Look Tonight—FT: Bojangles
 of Harlem—FT: Take Me Out to the Ball
 Game—Nov. Hot Dance with Singing Shots
 6-10-12—Me and Rudy Vallee and Connecticut Yankees
 6-10-08—Until the Real Thing Comes Along—FT: I
 We Never Meet Again—FT: Joe Hynes and Orchestra
 Write for Complete Lists and Wholesale Prices

The **3** Records
 you **NEED** for
 Successful
 Phonograph
 Operation

It will pay you to get on our mailing list. Fill in the coupon below and mail it to us today!

Brunswick Record Corporation
 Dept. A, 1776 Broadway,
 New York, N. Y.

I operate.....machines.

Please put my name on your free mailing list.

Name.....

Street.....

City.....

State.....

Important—Re: Vocalion Record No. 03281
 "HINKY DINKY PARLEY VOO"
 Wait! the public hears this one! It'll be greater than "Sweet
 Violets" which is still taking the country by storm!

Brunswick Record Corporation
 1776 BROADWAY ♦ ♦ ♦ NEW YORK CITY
 BRANCHES: NEW YORK, CHICAGO, DALLAS, LOS ANGELES, SAN FRANCISCO, ATLANTA

Now...
The Gold Standard
of Counter game Value!



HORSES

Buckley's
**NEW ODDS CHANGING
COUNTER VENDOR!**

BUCKLEY offers you, for the first time in a low priced counter vendor, **ODDS CHANGING**, the big timely feature that has captured the interest of players the world over. Yes, you have seen the **ODDS CHANGING** feature before in coin operated games costing seven and eight times our ridiculously low price. **ODDS CHANGING** is just one of the many marvelous features you get in **HORSES**!

PLAYERS LIKE THE 4 TO 30 ODDS
HORSES is the perfect counter vendor because it fulfills everything players look for in a coin operated machine. Big rewards is a guaranteed player attraction—and that's what this new **BUCKLEY** winner gives them. The 4 to 30 odds has definitely proven an overwhelming hit on location.



IF WE CHARGE YOU TWICE
THE LOW PRICE—**HORSES**
WOULD STILL BE THE BIGGEST
VALUE YOU'VE EVER RECEIVED.

10% Excise tax additional.

Double door and pay register
\$1.50 additional.

\$17.50

HORSES

REAL RACE TRACK THRILLS IN HORSES!

HORSES gives the player many of the real thrills of an actual race track. Here's why HORSES gets a big play. The player inserts his coin, upon pressing a convenient and smooth working lever, all four reels swiftly and noiselessly spin around. As the reels come to a positive jar-proof stop, the player is given the result of his play. The first reel indicates the odds, if the next three reels spell Z-E-V, T-O-P, S-U-E, D-A-N or L-I-L, the player is paid off according to the odds indicated on the first reel. A visible coin chute is your protection against slugs and also shows the denomination of the coin. HORSES vends a ball of gum with each coin played.

CHOICE OF MULTIPLE OR STRAIGHT COIN CHUTE!

The standard model HORSES is equipped with a multiple coin chute, which means that the same coin chute will take a 1c, 5c, 10c or 25c coin or you have your choice, at no extra cost, of either a straight 1c or 5c coin chute.

MAKES BIG MONEY ON BARS AND LOCATIONS!

BUCKLEY BUILT machines are always location tested before offered to the operators. You can readily understand why we get all "Lathered up" over HORSES because WE KNOW what this truly great game does on location. In every instance HORSES piled up unbelievably large receipts. In most cases, the original cost of the machine was taken out inside of one and a half days!

HORSES IS GUARANTEED MECHANICALLY PERFECT—ORDER NOW!

BETTER BUILT BY BUCKLEY is a proven fact. BUCKLEY machines are on location in practically all of the major countries in the world. The same quality construction that goes into the famous BUCKLEY DIGGER MACHINES is put into the manufacture of HORSES.

HORSES IS GUARANTEED FOR LIFE against defective workmanship or defective parts. The very appearance and operation of HORSES reflect quality manufacture.

WE urge you to put your dough right on the nose of this great BUCKLEY vender. Never have you been offered an opportunity to invest your money in a proposition that yields such tremendously large returns. Order one, five or one hundred right now! Regardless of what quantity you order, we know that HORSES itself is its own best salesman!

HORSES IS OFFERED WITH A NEW AND ORIGINAL TYPE GOLD FINISH — NON TARNISHING — FLASHY AND ATTRACTIVE, REMAINING PERMANENTLY BRIGHT THUS ADDING GREATLY TO THE APPEAL AND FASCINATION OF THE MACHINE ON LOCATION!



BUCKLEY MANUFACTURING CO.

2160 W. WASHINGTON BLVD. CHICAGO, ILLINOIS

QUEEN MARY



PULLS INTO PORT...

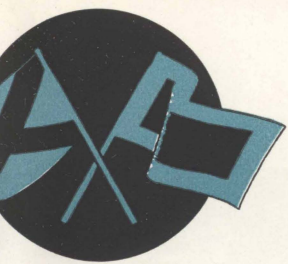




5
\$145.50

Including
ROCK-O-PAC Battery Eliminator
★ MINT VENDOR \$10
★ TICKET UNIT \$10
Additional

THE ROYAL ONE-SHOT WITH



loaded down with heavy profits for every pay-table operator in America!

★ Gentlemen, a toast—"To the Queen!" To the Royal leader of all pay tables. To the Sovereign of all she surveys—the mighty **QUEEN MARY**—**ROCK-OLA'S** newest,—and the country's greatest, 1-shot pay table!

Here is entertainment to the Queen's taste. Here is regal splendor fit for any royal court. Here is graceful elegance worthy of the most luxurious surroundings. And here, for operators, is the surest, safest money maker that ever sailed the seven seas of coin machine profits!

Hop aboard and watch the fun. See for yourself why the great **QUEEN MARY** is pulling into port with heavy profits for every operator! Watch the big 1 $\frac{1}{4}$ inch Cateline Ball "carry on" around the deck of the brilliantly colored playing field. Watch and listen as the ball rolls over the magic switches—ringing a cheerful note on the **QUEEN MARY** bell sound-effects—and boosting the odds anywhere from a dime up to ten dollars!

Watch, as the coin is inserted, how the bright row of lights at the bottom of the field suddenly becomes alive. The lights flash and dance on a wave of excitement—for the ball must go in a lighted pocket to win. And, only after the lights have flashed up and down the line, do you know which pockets will be lighted—and how many!

Try and beat that for mystery—suspense—action—appeal—and everything else it takes to make a fast and continuous money-maker!

As for looks—Man, it's a knock-out! **ROCK-OLA'S QUEEN MARY** has the grandeur, the class, the beauty, and the magnificence of the great Ocean Liner herself. In fact, the big ship is colorfully and artistically portrayed right on the playing field . . . with the impressive skyline of New York in the background . . . an airplane escort soaring above . . . and the deep blue waters of the Atlantic all around. The cabinet, too, is strikingly designed with modernistic marine decorations.

*The result is another masterpiece by **ROCK-OLA**—another grand opportunity for the operators of America to get aboard a real money maker of the highest order!*

*Study the important features **ROCK-OLA** designers and engineers have incorporated in **QUEEN MARY**. Consider very carefully the exceptionally low price. See where you are getting positively the most outstanding pay table value ever offered to operators. Then hurry—right now—before everybody else gets aboard and leaves you on dry land. Set sail with your own fleet of **QUEEN MARYS** all over your territory immediately—and you'll unload a cargo of rich profits every time you drop anchor at a location!*

ROCK-OLA MANUFACTURING CORPORATION



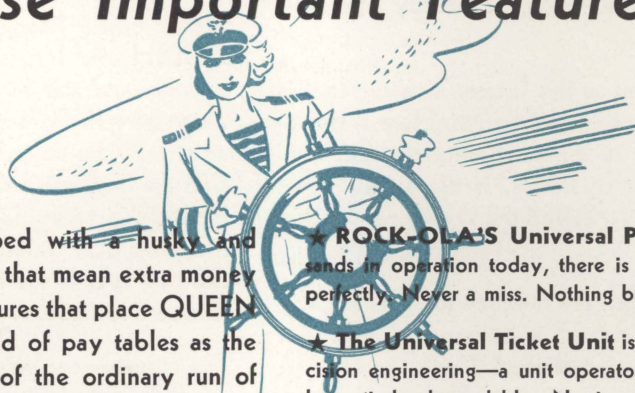
800 NORTH KEDZIE AVENUE
CHICAGO, U. S. A.

QUEEN MARY

WAVES OF FLASHING LIGHTS

QUEEN MARY

Steers a Straight Course to PROFITS with These Important Features



★ **QUEEN MARY** is equipped with a husky and lively crew of pay table features that mean extra money for you in every collection. Features that place **QUEEN MARY** as far ahead in the field of pay tables as the famous Ocean Liner is ahead of the ordinary run of boats. Anywhere else you'd pay a great deal more to get a pay table with profit features like these. But **QUEEN MARY** is priced low for huge quantity distribution. A national survey shows that more operators want **QUEEN MARY** than any other pay table today—and the benefit goes direct to you in the form of a big substantial savings in your price!

★ Heading the log of **QUEEN MARY** play-appealing and profit-earning features is the **Mystery Coin Chute**. Think what this means! You insert your coin. You shoot. The ball rolls over the score increasing switches, down toward the row of pockets at the bottom of the field. Remember, the ball must fall into a lighted pocket to win. And picture the excitement with every play when you never know which lights will go on—or how many! The lights flash up and down—and finally settle on the winning pockets. That's what you call suspense. And that's what you call appeal—real profit appeal!

★ Then there is **QUEEN MARY'S** big **\$8.00 Blue Ribbon Award**—which, with the changeable odds supplied by the score-increasing switches—boosts the awards to a grand top of \$10.00!

★ The **QUEEN MARY Cabinet** is built like the famous Ocean Liner herself—50 inches of solid sturdiness! Strengthened by a band of steel . . . double bolted . . . and made of the heaviest-duty materials you can buy!

★ To say that the **QUEEN MARY Mechanism** is the finest and smoothest-working of any pay table in the business, is simply stating a proven fact. It is the result of long research and scientific engineering. And it is your assurance of perfect, care-free operating day in and day out!

★ **ROCK-OLA'S Universal Pay Unit**—out of the thousands in operation today, there is not a one that isn't working perfectly. Never a miss. Nothing but sure-fire action every time!

★ The **Universal Ticket Unit** is another perfect piece of precision engineering—a unit operators everywhere always find to be entirely dependable. No jamming. No clogging. Nothing but a smooth, even vending of tickets—the right number—at the right time—all the time!

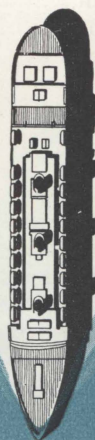
★ **ROCK-OLA'S Mint Vendor**, which can be put on or taken off with ease, is a real boon to operators in many territories. It does not vend on checks.

★ Thousands of operators cheer on learning that **QUEEN MARY** comes fully equipped with both **ROCK-O-PAC Battery Eliminator** and batteries—and that it automatically changes over from one to the other, without a hitch!

★ Operators, too, are mighty pleased at **QUEEN MARY'S** anti-tilt device that rings a warning bell for location owners! They like the in-a-drawer mechanism—pioneered by **ROCK-OLA**—and the inspection door on the side!

Operators—and the public—like everything about QUEEN MARY—everything inside the cabinet and outside. They recognize it as a master product—built and designed by experts in the ROCK-OLA manner! And shrewd coin machine men see in QUEEN MARY'S unusually low price an opportunity to do a big-time job of operating with a big-time product—and clean up some real big-time profits!

So get aboard the QUEEN MARY right now. Put yourself at the helm and steer a straight course for the finest profits you have ever taken out of a pay table!



ROCK-OLA MFG. CORPORATION

800 N. KEDZIE AVENUE • CHICAGO, U.S.

Sales Promotion Ideas for Live Operators

BY ISAAC WEST

CONSTRUCTION projects by the thousands are getting under way throughout the United States. Many are the calls for construction men. Operators who can sell can line up some mighty good locations.

The working class, when it is on a good payroll, spends. The opportunity to buy candy and nuts conveniently is, for the management, a form of welfare service. And always, too, the 20 per cent will have attractions.

The operator can propose that the percentage go to the workers, to help them buy camp recreational equipment, such as boxing gloves, uniforms, and the like.

There is an aggressive Middlewest operator who has an arrangement with all the local auctioneers whereby, at the sale, merchandise machines are established at convenient points. The idea is a real money-maker.

Every fall and spring there occur many thousands of farm sales. Usually, these are well advertised, so that farm families come from miles around. The sale usually lasts for several hours. In the open air, men and women with normal appetites, grow hungry—and the vending machines are a great convenience.

"I like to have an arrangement," this operator says, "whereby the auctioneer transports the machines to and from the sale, and also puts them in position. Always, too, I request him to call attention to the machines in the course of his spiel."

Any phonograph location can increase its take 25 to 150 per cent by requiring waitresses and other employees persistently to "plug."

Employees should be versed in popular hits and stars available, and should seize numerous opportunities to suggest use of the phonograph.

Every retail store knows the difference between an order-taker and a salesman. The first simply waits for the public to express buying wishes, then fills them. The salesman creates demand. One of his principal tricks is that of suggestion.

The soda fountain clerk suggests that an egg be added to the malted milk. Another salesman, when the customer buys shaving cream, suggests razor blades. And so it goes. Suggestion-selling is a great principle on which merchandising is built.

The same principle applies fully to coin-operated phonographs. Certainly, they will sell themselves to a considerable extent. However, employees who "plug" for them can revolutionize the business done. Live operators educate locations to make the most money out of phonographs.

Dandy spot for nut machines is the top of a soda fountain. Here is a swell promotion idea. The soda fountain boys—or girls—should be trained to suggest, as the customer starts to eat an ice cream cone or sundae, that nuts from the machine will add to it—the combination, the clerk explains, is one that some customers like very much. If this practice is followed consistently, the fountain will develop a small following of customers who "have the habit." And even when the suggestion does not mean an immediate purchase, it later has results with many customers.

The other day there came to this observer's home a young woman in costume, advertising a national brand of chewing gum. She handed out two full 5c packages—a gift. She went about the entire neighborhood doing the same thing.

Costly advertising, yes, but this company, and thousands of others, have learned that a sampling produces big results; which brings us to the important thing.

The live wire operator, finding a group about as he calls at a location, occasionally will pass out samples of his nuts, candy, or what-not. He will have a very brief selling talk, calling attention to his machines—and then will distribute the samples. The plan will accomplish two objectives.

First, it will make an impression on the location owner. It will prove to him that the operator is enterprising—right out after the business in modern ways.

Second, sampling of this sort, done

from day to day at one location and another—the whole season, within a reasonable budgeted amount—will actually increase sales.

If the public knew how good those nuts were behind the glass, far more would buy than do. Sampling educates people to the goodness of your products.

The "factory habit" is a mighty good one for operators to have. Of course, the "big shots" go to the factories as a matter of course. They have their big deals to arrange. But the small operator can profit as much from a factory visit.

The courtesies extended are always genuine and helpful. The more the individual operator knows about the manufacturing end, the better operator he is.

Moreover, the factories know a whale of a lot about the operating end. They know the trends. They pick up the successful ideas of a "whiz" at the business. They can tell the small operator a lot of things that will assist him.

"There ought to be a law" compelling every operator to visit at least one factory each year. The business of coin-operating would be on a far more stable and profitable basis if such a rule could be enforced!

The same rule goes for regular and thorough reading of the trade press. American business progress, in all lines, has been consistently inspired and aided by the business papers. Here one gets not only the news of one's trade, but the new thoughts and ideas of the trade. Here one finds the reliable advertising of coin machine equipment. And don't think for a second that any operator can get by anywhere who does not closely follow the advertising.

Oftentimes the operator who wins is the one who beats all competition in getting new ideas in coin machines on good locations in his territory. And trade paper advertising columns always contain the early announcements of the whirl-wind money-makers.

The enjoyable thing about a clarinet is that in an emergency it can be used as a funnel.

Earl Reynolds Invites all Texas Operators to Dallas » » »

I AM inviting the operators of Texas and other adjoining states to come to Dallas for a real old-time get-together on Friday, September 25, at the Jefferson Hotel. I would like for you to spend Friday and Saturday visiting the distributors and seeing the Centennial Exposition. Sunday, we will have a meeting to last not longer than an hour. Sunday night, you will be entertained with a banquet and dance.

You fellows will be busy this fall and it is your president's thought that it would be ideal for you to have a real vacation and see the big Centennial show. Come with the idea of having the best time you have had in many years, and, believe me, you will.

I can assure you that the time you devote to seeing the new games and all types of the latest equipment the various distributors are showing will be a truly profitable experience. The "sights" to be seen at the Centennial, both educational and entertainment features, are something to write home about.

And our own banquet and dance to be held at the Jefferson Hotel Sunday evening will be bang-up entertainment, the kind you always enjoy. Remember, you will not have to pay for the banquet—it's free.

My suggestion to you is this—after reading this article, just walk up boldly to the wife, explain to her what it is all about, and tell her to make plans to come to Dallas on September 25. Tell her what a keen vacation she can have in this short time, only three days. As mentioned above, the meeting is to be strictly informal, nothing special in the way of business to attend to, but it is to get all the operators together for a good time. The only meeting will be held Sunday afternoon, beginning at 3 o'clock. It will not be in session for more than an hour—you can depend on that. Since I have been in office, I have not called any meetings, and it occurred to me how

 President Reynolds of the Texas Coin Operated Vending Machine Association Issues Cordial Invitation to Operators in Texas and Adjoining States to Come to Dallas for Social Meeting on September 25, 26 and 27.

pleasant it would be to have all the operators come to Dallas just once when we did not have any particularly pressing business, but solely for the purpose of having a good time. This gives you operators more than one reason for leaving home. The visit with the other fellows and friends, the visit to the Centennial celebrations of our own Lone Star State, and the big free banquet and dance. I'd say that is sufficient reason to claim time out for a vacation, and if the wife can't get away, she won't mind hubby taking advantage of this swell opportunity.

The first thing for you to do is to sit down and write me for reservations for the room accommodations you wish. I will assure you that I will secure reasonable rates at the hotel for all of you. Again, don't forget that the banquet and dance are gratis to you all. Now, honestly, fellows, I want you to come to this party. It's the big get-together of the year.

Cavalcade

This spectacular pageant, Cavalcade, covering 100 years in the rich history of our proud state is worth the trip here. The scenes are stirring and costuming is extraordinary, to say nothing of the thrill you will get from watching it unfold before your eyes. An interesting note is the spray of water which is shot skyward, then multi-colored lights play on it, while scenes are changed instead of the old curtain idea. All in all, not to be missed.

Streets of Paris

Then, of course, there are the concessions on the Midway, Streets of Paris, Streets of All Nations, Black Forest, etc. They have good shows you don't want to miss! Dining and dancing and floor shows to please even the most sophisticated tastes.

I know you'll say that everything

to make you have a good time is here—just be sure to come. I'll be seeing you!

Cordially,

EARL E. REYNOLDS,

President Texas Coin Operated
Vending Machine Assn.

GOTTLIEB CLAIMS RECORD RUN ON PAYOUT TABLES

Chicago, Aug. 15—Today marks the fifth consecutive month of steady production of Daily Races at the Gottlieb plant. Introduced on March 15, Daily Races started out to be one of the outstanding payouts on the market and is still keeping up its successful pace.

"We are receiving orders every day from all over the country," said Dave Gottlieb, "and reports from operators in the field are that Daily Races has tremendous earning power. We have been told that it holds locations longer than any other payout table on the market."

Daily Races not only has all the intrigue and excitement necessary to attract and stimulate play, but its simple and perfect mechanism has made servicing exceptionally easy for the operator.

The Gottlieb office is preparing a special Daily Races Scrapbook which will consist of an accumulation of unsolicited complimentary letters from operators, jobbers and distributors all over the country. These letters sing the praise of Daily Races as a game that gives the playing public the ultimate in game satisfaction. The operators commend its mechanical perfection and profit pulling power. It must indeed be gratifying for Dave to go over the Scrapbook and read the many letters of appreciation.

Omaha Man Has Dreams Regarding the Automatic Industry of the Future

By CHARLES P. RODMAN, Omaha, Neb.

Just now local politics is interesting with the operation of automatic devices paying either in money or merchandise. That seems to be something like measles, spasmodic, severe in some cases, mild in others, can't tell what brought on an epidemic, but it is there and very aggravating at times.

What to do to stabilize the industry is the big question in Nebraska, and particularly in Omaha, at this time. L. V. Smith, connected with the industry in Omaha for some time, indulged in day dreams for the benefit of your correspondent.

For some time Smith has been theorizing on the idea of a national law that would place the automatic industry under the internal revenue department. This both for governing the industry and at the same time for revenue tax collection. He would have a federal law that would exempt the business from all license fees of every kind. All machines of every kind would be subject to personal taxation at the same rate as other taxable property. That would satisfy local tax authorities.

Then he would have the internal revenue department collecting 10 per cent of the total take of any automatic contrivance that paid in money. All others would be prohibited. Merchandise machines would be banned in order to pacify the local merchants. There would be but the one operator permitted for a territory of 10,000 people. He would be permitted to operate as many machines as showed a profit. Dealers or dealer agents could not be operators. It must be an entirely separate affair.

Smith has made estimates of the income under this plan and states it would amount to more than is now received by the government from incomes. He would use the 10 per cent tax paid the government in aiding the unemployed. All accumulation of tax from this source would be turned over to state authorities by the national government, each state receiving that portion collected in the state concerned.

That would mean the automatic industry would not be interfered with by local and petty politicians seeking a payoff. The industry could then be placed on a sound financial

basis. That would mean a large increase of people in factories, and, would of itself relieve the unemployment situation.

What about installation and upkeep?

That would be a part of the original cost and would be handled by the factory, dealer or his agents. The price of course would be lifted accordingly. In other words Smith's plan would make the entire business dependent on just as few different agencies as possible. That would enable the government and its agents to locate wrong so much easier.

The internal revenue department could either do the collecting direct from the machines or have a meter on each so that at any time government agents could investigate with the assurance of finding whether or not operators were playing the game straight.

Observe the local authorities would receive personal taxes, the national government would receive ten percent, which in turn would be given the states, less the cost of collection, with the understanding such funds would be paid to relieve unemployment.

The plan sounds feasible, but could congress be induced to give us that kind of a law? It would mean considerable education. On the other hand it would forever stabilize the business, and might be well worth the effort.

ELECTROPAK KEEPS UP WITH MODERN TREND

Electrical Products Company of Detroit has developed a special Electropak to meet the requirements of the new type of "Skee" or Bowling games. This unit is capable of delivering 24 volts and as high as 15 amperes of power. The rapidity and accuracy with which this unusual unit was developed is a tribute to the engineering ability of the "Epo" laboratories. So well designed is this new Electropak that it has been adopted as standard equipment by every one of the Skee game manufacturers!

The higher-ups in these criminal cases usually turn out to be pretty lowdown after all.

JENNINGS' FLICKER "TUNED IN" LIKE A RADIO

One of the many novel developments found in Jennings' amazing "Flicker" table on which there is a phenomenal run, is the new "tuning" device.

On a game of this type, which requires two separate units to operate from the same power line, there is a possibility that one unit might require more "juice" than the other. This is especially true of automatic pay tables with light-up panels.

In the past, it has been the practice to co-ordinate the two units, with the result that one or the other could not operate with full efficiency.

Jennings' engineers, in designing "Flicker," however, found it necessary to approach the task from an entirely different principle than any game ever made, old ideas, patterns, and principles were discarded.

When the problems of co-ordinating the payout unit with the "Flicker" and light-up unit arose, two famed radio engineers were consulted. Their recommendations was simple, though highly effective—the variable resistor.

By means of this resistor, it is possible to throw ample voltage into the "Flicker" and light-up unit, and "tune" it down before it enters the payout unit.

It is also effective in small towns, where the power output is strong during the day, but weaker at evening. The same holds true in locations where the power line is overburdened by fans and other electrical devices.

In the construction of Jennings' "Flicker," many other discoveries important to the coin machine industry were made. It is to such untiring, painstaking industry as this, that much of the advancement of the coin machine industry is indebted. In the present, as in the past, Jennings' is one of the leaders in the forward movement toward better machines, and better operating conditions.

"Flicker" is a worthy example of such leadership. And the fact that the vast Jennings' plant is working day and night, to meet the demand for "Flicker," is good evidence that fine construction and honest workmanship are appreciated by operators everywhere.

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

OSCAR J. BRANCH	- - - - -	Editor
AARON SMITH	- - - - -	Business Manager
(Miss) J. E. ECKERT	- - - - -	Assistant
W. C. DILLON	- - - - -	Chicago Representative—State 8971

Subscription Price:

One Year		\$1.00
THREE Years		\$2.00
Canada, One Year		\$1.75

Advertising Rates Furnished Upon Request

The National Magazine of the Coin Machine Industry

IDEALISM IS PRACTICAL

Our world is pervaded and deeply moved by the power of ideals. There is not perfect statesman, or poet, or artist, but the virtues of pursuits become detached, and like stardust, they form a new and perfect star in the expanse of thought. The orator that stands before us in our moments of reflection and dream is not Cicero, or Burke, or Webster, but always some nameless one with a wisdom, a language and a presence better than were found in those actual incarnations.

Our statesman is not Alfred, nor Napoleon, nor even Washington, but he is some yet mightier being with an infinite power and unknown name, his features not yet fully visible, as though he had not yet emerged from the shadows of old forums and the lonely columns of ruined states. All around our hearts stand these final shapes of the powerful, the perfect and the sublime—the aggregations of long ages of thought and admiration.

Our earth is great not only because of what it has, but also because of what lies within its reach.

The quest after ideals is the central reason of life. This pursuit abandoned, life need not run any longer. The pitcher is broken at the fountain. The idealists are creating a human world after the pattern shown them in the Mount. Each art stands as a monument to a host of idealists who in their own day perhaps toiled hopelessly and amid the sneers of those who were only the children of dust. Music, now so infinite in extent and sweetness, is such a monument. The first rude harps are broken and lost; dead the hands that smote them; but the art is here with no enchantment lost. We do not know the names of those singers. Like us they were pilgrims.

They had to pass into the beyond, but they left an art which the world loves. It was so of liberty, temperance, justice, and all the higher forms of human life. Some speak of ideals as being only girls' dreams. On the opposite, high ideals are lifelike portraits seen in advance. Only the greatest minds living in an age of tyranny could see in prophecy the portrait of a free people. Instead of being a mathematical calculation by an intellect as logical as that of Euclid.

Idealism is not the ravings of a maniac, but it is

the calm geometry of life. Ideals try our faith, as though to show us that nothing is too good to be true. In noble ideals there is something aggressive. They are not aggressive like an army with gun and spear, but aggressive like the sun which coaxes June out of a winter. All great truths are persistent. Each form of right is a growing form. All high ideals will be realized. This one perceives who takes a long view—the triumph of ideality over apathy, indolence and dust. There is nothing in history, dark as much of it is, to check the belief that man will at last be overcome by his highest ideals.—David Swing.

BE OF SERVICE

This is an invitation to every operator who reads AUTOMATIC WORLD to lend his or her support to the editorial department in this way. When you know of news in your town or city about some operator who is sick, or who is going to get married or who has had some honor bestowed upon him, please write in your own words the facts in the case and mail it to the AUTOMATIC WORLD, Fort Worth, Texas. This will be a service you can render and your co-operation will be appreciated.

Any operator who has an interesting story about his beginning in the coin machine business who will write the WORLD giving the details as much as possible we will be glad to print it. It might be that you are making an unusual success in some phase of the operating game. If so why not let others benefit by your experience? It's possible that he may let us print something about his successful way of doing things that may assist you. An exchange of ideas is very helpful—so don't be selfish. Let us have an article from you at once. The editor will acknowledge personally every one who writes in.

From all reports business will be much better this fall, so you operators who have been taking vacations this summer better be making some plans to do some overtime when the ball starts rolling. The bonus money will be getting into circulation from different sources and the coin machine industry will get its share. The people of this modern age are play minded, so don't forget that you are responsible for making them happy to a great extent.

It is always fashionable to be sensible.

Often it's wise to swallow your pride and conserve your capital.

It's the contrasts that make life interesting; sometimes all we need for happiness is a change.

The germ of a better job is in the job we are doing now.

The days that tire us most are those that are marked by lack of constructive activity.

People who thought that \$500 was a small fortune in 1932 now maintain that life can't be supported decently on less than \$200 a month.

Sunshine Baseball

WITH MOTOR DRIVEN PAYOUT UNIT

Player Controlled
Changing Odds!

SUNSHINE BASEBALL combines today's most popular feature into a sensational, profit-making machine. A fast-action, One-Ball AUTOMATIC PAYOUT at a price FAR BELOW its true value! Leading teams of the Major and Minor Leagues are colorfully presented on the board. In Sunshine Baseball the player has an opportunity to change odds from 2-1 (Cellar position) up to 40-1 (League Champs) by shooting for the "Change Odds" hole. If successfully hit, the "Change Odds" hole is then closed by a trap door lid and the ball returns for play. No matter which team comes through, the payout is based on the odds shown. The Pennant Winner and Series Winner Payout Holes add even more mystery and excitement by paying out additional rich awards.

*The game with more
action than Dizzy
Dean's fast ball...
the most gener-
ous value in the
baseball pay-
out field! Or-
der now!*



LOW
PRICED!

\$99⁵⁰

Check Separator, no extra cost; 2 ball play, \$2.50 extra; 5 ball play, \$10 extra; Ticket Game, \$10 extra; battery equipped; Electro-pak, \$5 extra; D. C. Adapto-pak, \$10 extra.

*Get behind a real game...pitch your location
into bigger money...place **SUNSHINE BASEBALL** today.*

D. GOTTLIEB & CO., 2736-42 North Paulina Street, CHICAGO

NEW ELECTROPAK FUSE IS CLEVER DEVICE

An electrical device that is so clever that even the layman who knows nothing of electricity can appreciate it and marvel at its simplicity is now being offered extensively by the Electrical Products Company of Detroit for use in pin games, skee games, etc.

This fuse is constructed of a piece of thermostatic metal no more than two inches long by half-inch wide and half-inch deep. When this fuse "blows" a contact in the center springs open . . and all you have to do to "repair" this fuse is to push the spring back into place. The way this "pushing" is done is also very clever: Drill a tiny hole on the side of the cabinet big enough to admit a toothpick. The fuse is mounted on the inside of the cabinet right over this hole. Therefore, when she "blows," you just shove a toothpick into this hole and the fuse is immediately repaired. The location owner can do this himself, thus saving the operator unnecessary service bother. Just instruct the location owner, if anything goes wrong, "give it the toothpick." Of course, if the fuse "blows" three or four times in a row, there is something wrong with the game—not just a temporary overload or short circuit—and the operator should then be notified at once. Another valuable feature of this fuse is that it prevents anyone from putting in the wrong fuse, as they often do with the ordinary type of fuse—using a 15 amp. where only a 5 amp. is required, etc.

Imagine the amount of time and money a simple and cheap little device like this can save on a pin game or especially on a skee game, which is cumbersome to open up and service. On one of the latter type games, one manufacturer was enabled to eliminate 15 ordinary fuses with a single EpcO fuse!

EpcO fuses are made in 5, 7½, 15 and 20 amp. sizes to meet the varying requirements of the coin machine industry.

GOTTLIEB ENTERTAINS VISITING JOBBERS

Chicago, Aug. 15:—Among the many visitors to the Gottlieb plant during the past week were a number of men well known in the jobbing and distributing field. Representatives from all parts of the country could be found at the Gottlieb plant

inspecting the current popular favorites.

The East was well represented by George Ponser, head of the George Ponser Co., of Newark, N. J. The Midwest sent A. S. Levy, of the A. S. Sales Co., Dayton, Ohio and Sam London, Milwaukee Coin Machine Co., Milwaukee, Wis. From out of the South came Louis Boasberg and Ray Bosworth of the New Orleans Novelty Co., New Orleans, La. Praising good old Texas and talking about the Texas Centennial at Dallas and the Frontier Exposition at Fort Worth, was S. H. Lynch of Electro Ball Co., Dallas.

Each of the above had something to say about coin machine conditions in their territories and also praised the showing made by the Gottlieb games. Daily Races, Sunshine Baseball, Fence Buster and Brokers Tip are still going strong and the Mystery Single Coin Slot is causing a sensation wherever it is placed. All four games were well represented in the orders placed by the above at the Gottlieb offices.

BUCKLEY CARRIES COMPLETE STOCK IN MANY SOUTHERN CITIES

Continually devising new methods to better serve the operator, the Buckley Manufacturing Company announces a new extensive plan that will meet with the instantaneous approval of all operators.

An operator will order games from the manufacturer direct. Often these sources of supply are unable to ship the operator's order immediately. Consequently, the operator has to wait many days before his order is ultimately delivered. In the interim, the operator has lost many days, within which, he could have been profitably operating these machines.

To overcome delayed deliveries, which have definitely proven a disadvantage to the operator, the Buckley Manufacturing Company has stocked a complete stock of their entire line in the following conveniently located Southern cities: Jacksonville, Florida; New Orleans, Louisiana; Fort Worth, Texas; Dallas, Texas and Houston, Texas.

It is announced that there will be more keynote speeches. As in the case of the village choir, harmony will continue to be sought regardless of wear and tear on the tuning fork.—Washington Evening Star.

GOOD NEWS FOR OPERATORS IN D. C. TERRITORIES

Electrical Products Company of Detroit Mich., announce three new model Adaptopaks (Universal AC-DC—Electropaks) to change 110 volt 60 cycle AC. This is sensational news for operators in D.C. locations, as for example in New York City. It enables these operators to eliminate batteries completely and thus saves upwards of \$60.00 per year per location which is the average cost of replacing batteries. This saving has heretofore been possible through the use of Electropaks only to operators in AC districts. Now it is available to everybody and eliminates the last reason for using batteries.

If the game is already Electropak equipped, you don't even have to open the game to use it in a D.C. location. Simply insert the plug from the game into a Model A Adaptopak and plug the Adaptopak into the base plug or light socket. Furthermore, 2 games can be plugged into the same Adaptopak, as it carries a load of 150 to 200 watts.

Model B1 is for games that are not Electropak equipped. It is really a combination in one unit of the model E2 Electropak and the Model A Adaptopak and thus makes the game "Universal" i.e., suitable for either AC or DC locations. This model replaces up to 7 batteries.

For games that have more than 7 batteries, the Model B2 Adaptopak is the one to use. This does the work of a Model E33 or 43 Electropak plus Model A Adaptopak.

The Adaptopaks have been tested and OK'd not only by operators, but also by all the leading manufacturers practically all of whom offer the operator, who has D.C. locations to contend with, games factory-equipped with the Model B1 or B2 Adaptopak.

It is important to note that operators who have both A.C. and D.C. locations can move the game from location to location without worrying about the current and without having to make further adjustments—once the Adaptopak is in.

The man whom nobody can find is the one who'll confess that he's to blame for an automobile accident.

The secret of Cleopatra's fascination was brains instead of beauty we are told. Well, possibly men were different in those days.—Burlington (Iowa) Hawkeye Gazette.

THE LOWEST PRICED
MUTIPLE COIN SLOT
ONE BALL PAYOUT
WITH CHANGING ODDS

DAILY RACES

Here is real horse-race atmosphere . . . real horse race mutuels! Play 'em across the board—3 times the opportunity for the players to win. Put a nickel into the slot . . . immediately the massive, colorful light-up rack flashes your horse and shows odds for Win, Place and Show. BUT, if you're not satisfied with the odds, insert another nickel and take a chance at increasing the odds. With each nickel an additional horse flashes on the rack and the odds change. All eight horses can be played and additional nickels change only the odds. Pays as high as 40 to 1—subject to mechanical adjustment for tight or liberal awards. DAILY RACES has one of the most beautiful, dazzling playing fields ever seen. Ten brilliant colors really make it a game of spectacular beauty. Get in on this "sure-thing" . . . Place DAILY RACES today—the game that accomplishes more than products selling for as high as \$500.00.

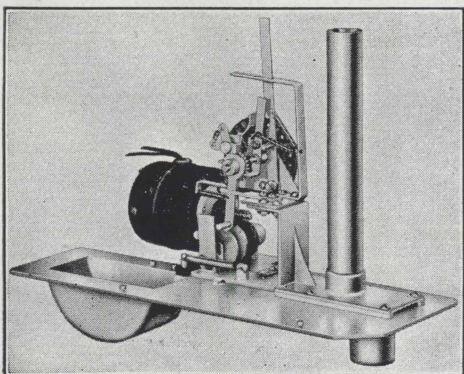


\$125

Check Separator, no extra cost; 2 ball play, \$2.50 extra; Ticket Game, \$10.00 extra; Electro-pak equipped (batteries optional). D.C. Adaptopak, \$5.00 extra.

MYSTERY SINGLE COIN SLOT HOTTEST FEATURE OF THE INDUSTRY!

For the territory and the particular location where multiple coin slots are not permissible Gottlieb Machines can now be had for single slot, taking only one coin at a time. For example, on Daily Races, by inserting one nickel player gets 2 to 8 horses and odds as high as 40 to 1.



Gottlieb's Motor-Driven Payout Unit

is a true engineering achievement. Proven and tested on locations, this unit has been acclaimed a remarkable success. It is precision built, all steel and die cast construction, with case hardened stampings. Absolutely clog proof and jam proof, the Gottlieb unit has a smooth, positive action. Equipped with a

sure-action, accurate step-up switch.

TICKET UNIT

is identical in construction to that of the payout unit, but has a more powerful motor. The simplest, most positive ticket unit on the market today.

Gottlieb Motor Driven Payout and Ticket Unit now standard equipment on Daily Races, Fence Buster, Sunshine Baseball and Brokers Tip.

D. GOTTLIEB & CO.

2736-42 NORTH PAULINA STREET, CHICAGO

FENCE BUSTER

Gottlieb's Baseball Payout with World's Greatest Line-up of Sensational Features. Multiple or Mystery Chute . . . Changing Odds.

\$125

EITHER GAME

BROKERS TIP

Nearest duplication of the excitement of a real Stock Exchange. Multiple or Mystery Chute . . . Changing Odds

THE WORLD OF BUSINESS

By ERNEST W. FAIR

American business is underpaid. So states the evidence produced by Industrial Engineer W. L. Churchill: "The average number of corporations reporting deficits since 1920 to 1933 inclusive was 47 per cent. The concerns reporting deficits had gross incomes of \$25,000,000,000. For each dollar that they received they spent \$1.09 for the products and service they delivered. Collectively they dissipated more than \$2,000,000 of our wealth by giving their customers a part of their assets with the goods and services."

Something for every coin machine operator to think about.

Who says the American people don't like contests? The Lucky Strike Sweepstakes contest recently had total entries of 1,400,000 for a single week . . . gave away 41,000 cartons of Lucky Strikes as prizes for lucky entrants who guessed the week's three leading song hits.

Sporting goods dealer, Al Cohen of Altoona, Pa., has a collection idea—one he presents to every account that he has despaired of collecting. It's a letter entitled, "We Want You," and says, "You have been a very good customer of ours and we want you back. Please. Now won't you take advantage of this generous offer? It will last until the bill is paid. With every \$1.00 purchase you make in our store, we are going to give you credit for 25 cents on your old account. A purchase of \$2.00 gets 50 cents credit on account, and so on down the line."

That's just about collection costs—and it gets new business, too.

Consumer credit is taking a toe-hold in the banking field and is likely to cause tremendous changes in traditional banking practice. Here are some figures: "Total new car financing to consumers amounted to \$723,000,000 in 1935. Used car financing amounted to \$420,000,000. FHA loans amounted to \$301,000,000. Personal loans totaled \$2,000,000,000. Add sums personal loans made by local finance companies, credit unions and other agencies, and

you have a figure which exceeds the \$6,500,000,000 of commercial loans outstanding.

In recent convention candy manufacturers remarked that the higher priced, packaged candies, which declined so much in popularity during the depression, are returning to favor. There was a tendency among the delegates to emphasize and advocate further promotion of such lines, as opposed to 'volume at any price.'

Our spies inform us that one of the major oil companies is completing plans to sell its service stations to the managers (and that one of the nation's largest chain grocery concerns is doing likewise). Neither likes the trend of some of the recent anti-chain legislation has taken.

Some say the Philippines will soon be wanting to join up with Uncle Sam again—reason, the little brown brother from the East is stepping in very forcibly—but there will be no sudden or sensational Japanese conquest of the Philippines—rather a commercial one, a step-by-step penetration as the old story—the larger Japanese interests grow the more need there will be for protection of said interests.

Bicycle sales have gone up, and interest has once more returned to the two-wheel form of transportation—back of the boom is a well-planned campaign based on funds raised from an assessment of 10 cents per bike.

The 1935 census showed the largest farm population ever recorded in any census—31,800,907, a 5 per cent increase over five years previous.

There are now 650,000 stockholders in the American Telephone & Telegraph Company.

The increased demand for platinum wedding rings has sent the price of that metal up to \$40 an ounce.

Didja know that Lew White, NBC organist whom we all have enjoyed, is a retail pharmacist of Philadelphia? He spends his spare time

SKEE BALL MANUFACTURERS CHOOSE ELECTROPAK

Pioneering as always, the Electrical Products Company are out in front again—this time with special heavy duty Electropaks for "skee-ball" games.

Always a step ahead, in order to render the coin machine industry the kind of service to which it is entitled, the Electrical Products Company spent a vast amount of money and considerable and considerable time in engineering and developing Electropaks capable of satisfactorily operating this type of game, months before the tremendous reception operators have accorded the "Bally Roll," "Skill Ball," and "Roll-a-Ball" type of game, made it evident that it was a real seller.

When interviewed in Detroit recently, A. B. Chereton, president of the Electrical Products Company, stated, "Continuous experimentation and development resulted in two new lines of Electropaks, the E 5—and the E 7—lines. These Electropaks are capable of delivering as high as 15 amperes at 12 volts. This is the highest voltage yet attained from a powerpak, and, as usual, the Electrical Products Company are pioneers in this higher voltage field."

So well did the Electrical Products Company's engineers succeed, that, without a single exception, every manufacturer of a "skee ball" type of game is using Electropaks in their games, thus insuring from the start, trouble proof operation and greater income for operators. Engineers from Bally, Pacific, Stirling, Rollomatic, etc., all manufacturing this type of game, report they are highly pleased with the performance of these new Electropaks, and have all placed large orders, in keeping with the tremendous quantity of games being sold.

helping out in the prescription department of a store of which he is part owner.

Didja know that a new mercury fuse plug, which when blown merely needs to be shaken like a thermometer and screwed back into the socket to operate like new, is being placed on the market?

Didja know that more than 250 million dollars have been invested in new railway trackage alone in the United States during the last six years?



*Amid frenzied excitement and resounding cheers,
"Boots and Saddles" summon the gallopeers;
They're at the post and the barrier's sprung,
The "bang tails" are off on a long swift run;
A length behind, and then head and head,
It's the do or die test of the Thorobred;
For this Sport o' Kings pays off on the best,
And the glue work's the place for all the rest!*

*Now Western offers this same Sport o' Kings,
With its thrills, actions, and all those things;
In a new automatic that seven can play.
A press of the lever sends the horses away;
Two to thirty are the stakes to be won,
By the player's horse that wins the run
To the exciting finish, with the same "head and head,"
The name of the game? Why it's **Thorobred!***



● The transition of the automatic business demands superior operating equipment. The larger investments in coin operated machines require the better types of locations . . . locations where big money is spent. With the aforementioned as paramount, Western engineers spent many months of intensive and extensive research, devising, inventing and proving new mechanical principles. The result of this untiring and concentrated effort is THOROBRED, the greatest automatic payout machine ever presented to the trade.

Seven players may play THOROBRED every race . . . a horse for every player . . . seven horses run regardless of the number of coins inserted in the multiple, visible, slug-proof chutes . . . a press of the lever . . . the mutuel odds (two to thirty) change . . . and the horses are off on an exciting run . . . as in a real horse race, you can't tell the winner until the finish . . . an indirect light on the mutuel indicator shows the winner and the odds automatically paid out.

THOROBRED is available in two beautiful finishes . . . the Pearl Gray Model and the Matched Walnut Model. Brilliant Chrome and Black Stripings emphasize the ultra modernistic design of both cabinets which are $43\frac{1}{2}$ " in height, $41\frac{1}{2}$ " in width and 18" in depth. The background scenery is typical of a race track grandstand and clubhouse. Indirect lighting, diffused from the "start" and "finish" lines, produce a very striking effect on the chromium track and colored metal horses.

THOROBRED is so outstandingly attractive, it readily blends with the furnishings of the most exclusive locations.

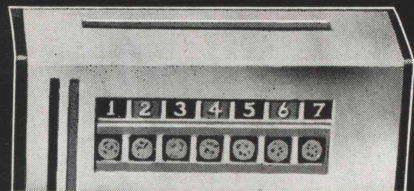
WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVENUE • CHICAGO, ILLINOIS



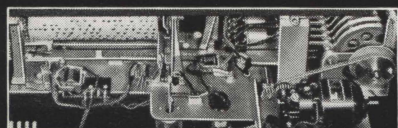
T H O R O B R E D

WESTERN GIVES YOU THESE "WINNINGEST" FEATURES IN THIS GREATEST OF ALL DE LUXE HORSE RACING MACHINES!



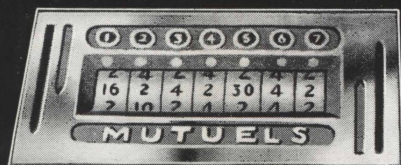
MULTIPLE VISIBLE SLUG-PROOF COIN CHUTES—7 COINS

Seven players may play at the same time . . . seven horses run regardless of the number of coins inserted . . . multiple, visible, slug-proof coin chutes absolutely prevent cheating . . . will not jam or clog.



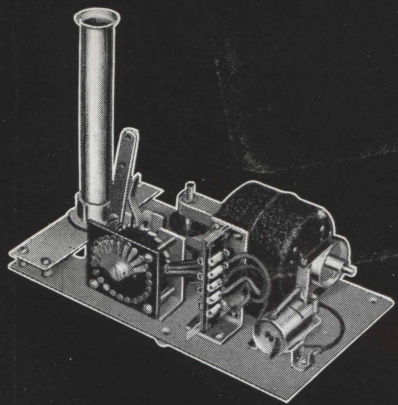
SIMPLIFIED—PROVEN—RELIABLE MECHANISM

The THOROBRED mechanism is a masterpiece of design and mechanical perfection . . . the entire assembly is rigidly constructed along simplified proven mechanical principles . . . no parts can wear out . . . no tapes, rolls, or refills necessary . . . no sequences or charting . . . the mechanism will operate perfectly for years.



CHANGING MUTUEL ODDS

Mutuel odds, from two to thirty, change with every race . . . odds can be adjusted by operator . . . clear vision mutuel indicator shows three complete lines of odds . . . indirect lighting illuminates the number of the winning THOROBRED and the odds automatically paid out.



WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT

Rigid all steel construction . . . Disperses coins twice as fast as any other motor driven payout unit manufactured . . . specially designed Shunt Wound Motor with an Eleven Segment Commutator which delivers twice the power of ordinary motors and runs half as long . . . functions perfectly with any coin tube load . . . Clearance Adjustment insures correct payout of coins . . . tilted coins, bent, linoleum, paper or cellophane slugs will not jam or clog because the Clearance Adjustment device automatically adjusts itself to any thickness . . . Automatic Brake insures perfect reloading after each payout.

WESTERN EQUIPMENT & SUPPLY CO.
925 WEST NORTH AVENUE • CHICAGO, ILLINOIS

Notes on Big Territory Management Methods of Coin Operators » » »

By a VETERAN OPERATOR

GETTING into the West, where there are the "great open spaces," a successful, ambitious operator soon is on the way to covering a large territory. And by large territory, I mean one which may measure anywhere from 200 to 800 miles across. Population is scattered in the West. There may be a distance of 50 or 75 miles between stops.

Big-territory operation is nothing new in the coin machine industry; but we observe that, in recent years, fundamental changes have come to pass. For example, transportation facilities today enable an operator efficiently to serve a far greater territory than in the old days; or, if territory is no larger, with far greater efficiency.

An operator who has machines 300 miles and more from his headquarters remarked to me the other day, "You are right—operating a big territory offers its special problems. I would say that the first essential is that the operator develop the right mental attitude. Just as an operator covering a single city thinks of that as his home, so the same home town attitude, enlarged a great deal, should be that of the operator who has machines scattered over, perhaps, an entire state, or parts of two or three states. Actually, he can think of a large territory as his home and develop friendships over it, just as the small operator does in a small community.

"The big problems arise in connection with communication. The one-city operator is always within a few miles of all his machines. He can be reached very quickly, by telephone or messenger. He has daily contact with his locations, and the community. All of this, of course, is highly desirable.

"The operator who covers a lot of ground must give far more thought to his lines of communication. His automotive equipment, for example, should always be in the pink of condition. Of course, we run up mileage very rapidly—but, just the same, we are far more progressive than

most automobile owners in business when we 'trade in' for new equipment at least once a year, and sometimes oftener.

"Our standard is one of very fast, as well as dependable service. We make it a goal, for example, to be able, leaving headquarters in the late afternoon, to be on the ground early in the morning in any town or city in this territory.

"It is inevitable in the coin machine business that local conditions will arise from time to time which demand speedy attention. We must be able to get there quickly—without fear of breakdowns.

"In the routine operation of our territory, as collection and service calls are made over a wide area, we can't run the risk of delayed calls caused by car repairs.

"We have worked the whole problem out in a cold, financial way, and know that the policy pays us. Actually, we regard our automobile expense as very reasonable.

"A second thing the operator in a large territory must learn is how expertly to use communication facilities. We use long distance as casually as the small-community operator uses local telephone. When our men are in the territory, they mail to us regular detailed reports; but, in addition, they are under instructions to call us by long distance instantly when any special situation should have our attention. Our men, of course, always operate according to schedule, so that we know where they will be every night, and at what hotel we can reach them.

"In addition—and this is highly important—we train our locations to use long distance freely in calling us at any time—at our expense. If

machines are out of order, and our man nominally will not reach them soon, we want to be called, so that we can give special service. We plan to have locations in every community where we operate who feel that they are virtually members of our organization, calling us by long distance—just as one of our employees would."

I venture the opinion that this operator, who has machines in communities over much of two states, is actually better known personally to the majority of his locations than are a good many operators who do not go outside their city. Because he realizes the psychological handi-

ROLLER BEARING Percentage Regulators



MADE of case hardened steel. They fit perfectly on the star wheel of Jennings, Mills, Pace or Caille machines. When ordering, state make of machine, also whether 10 or 20 teeth on star wheel. Fifty cents each, \$5.40 per dozen, \$40.00 per hundred. No shipments made without reasonable deposit.

M. T. DANIELS

1025-1027 University Ave.

Wichita, Kansas

Do You Realize?

... That you lose hundreds of hours of play on your machines due to weak or dead batteries. A dead machine earns no money. Use **ELECTROPAK** and assure yourself peppy, playable machines and extra profits at all times.

ELECTRICAL PRODUCTS CO., Inc., DETROIT, MICH.

New York Office: 152 W. 42nd St.

Chicago Office: 628 W. Jackson Blvd.

cap of distance—the possibility that locations far removed will regard him as a “foreign” operator—he gets out into the territory a great deal.

More than this, he writes letters quite frequently.

His headquarters are in a fairly large city—likely to be the fact with most operators who cover big territory. There is the danger that, as a large-city dweller, the operator and his assistants may be disposed to “look down” on the little communities where they operate. This man does not.

He speaks with a great deal of enthusiasm of the average ability, enterprise, and honesty, of the small town business man, by comparison with the big city location. Truly, the automobile, radio, motion pictures, have destroyed the wall which formerly separated city and country. The rural communities now are peopled with intelligent, well-informed men and women. The operator, or his assistant, should treat them as equals.

The tempo of business life—in fact, existence itself—is not nearly so fast in rural communities as in cities. The operator accustomed to rapid-fire, catch-as-catch-can, business contacts with city locations and prospects will best change his whole salesmanship technique when he goes into the country.

He will plan on more leisurely selling conversations with locations and prospects. He will take it for granted that considerable social conversation is expected—the prospect or location wants it.

If the community is agricultural, the operator will become versed in farm matters, so that he intelligently can talk about crops, and livestock. If mines, or some manufacturing activity, is the principal source of local income, the operator should learn the lingo of that.

The bookkeeping methods of any operator, no matter how large the territory, should be complete. However, when locations are scattered over a large territory, and are very numerous, it is highly important that the headquarters record system be an exact one. The operator I have quoted earlier in this has a card index system which allots to every machine an individual card. All the facts of this machine, starting with a description, and location, are kept up to date at all times.

There are financial advantages apart from mere size of operations attached to the big territory. Economic conditions always vary quite

a bit from one town to another, from one section of a state to a second district. When livestock conditions are poor, in country towns, mining activities may be high in the mountains. At other times, heavy earnings of locations in industrial cities

may offset mining town stagnation.

The large-scale operator, accordingly, benefits from this law of averages. Noting good business in one part of the state, rapidly he can build up his locations there, taking from a poor section.

A. B. Chereton Demonstrates New Electropak Device in N. Y. Area

New York.—A. B. Chereton, president of Electrical Products Company, Detroit, Mich., known throughout the coin machine industry for his pioneering work in developing the Electropak—battery eliminator, spent the past week in New York visiting with the manufacturers, jobbers, and operators in this area and demonstrating some of the new electrical devices his company is making exclusively for this industry.

Chief among the items that Mr. Chereton demonstrated and explained were a special Electropak for Skee-games; three models of the Adaptopak which changes direct current to alternating current; and an exceptionally clever “self repairing” fuse known as “Epcofuse.”

The Skee game Electropak is much the same as the pin game Electropak in principle, but made to carry the larger loads that are required.

The Adaptopak was particularly welcomed in New York City because of the large number of D.C. locations in this city. Heretofore, operators have been compelled to use batteries in these locations with an

average cost of \$60 to \$75 per year for batteries for each location. Naturally, therefore, the operators welcome this opportunity to eliminate battery purchases completely and settle their electrical problems once for all with these new devices.

Mr. Chereton stated, “I can only compare the status of the coin machine industry at the present time with the radio industry in 1928 when the first all electric radios were introduced on a large scale. Almost overnight “A,” “B” and “C” batteries used in radios disappeared. The same thing is happening in the coin machine industry. Electropaks, and now Adaptopaks have taken the place of batteries almost completely. If an operator still uses batteries, it must be that he simply doesn’t know about Electropak.”

Mr. Chereton was accompanied in his visits to the various factories and jobbers by the manager of his New York office, Mr. Leon Berman who is widely known throughout the metropolitan area as that “Electropak man.”



A. B. CHERETON
President Electrical Products Co.



LEON BERMAN
Manager New York Office Electrical Products Company

NIGHT SHIFTS BOOST BALLY-ROLL OUTPUT

In a special statement to the trade, Ray Moloney, president of Bally Manufacturing Company, revealed that double shifts have been busy for the past two weeks in a strenuous effort to keep abreast of the steady stream of orders coming in for BALLY-ROLL, Bally's "bowl-a-ball" game.

"Some of our friends," Ray said, "doubted our ability to get into quick production on a game like Bally-Roll. But others with longer memories knew we could do it. They remembered how, when the industry needed a moderate price 1-shot, we got into production on Ace almost over-night. Again when operators were clamoring for a giant 1-shot, Bally jumped in and made first volume shipments on Jumbo. We've done it again with BALLY-ROLL. By marshalling all our facilities we were able as early as July 20 to start sample shipments and two days later we were making volume deliveries, thus enabling our trade to get first crack at the 'bowl-a-ball' profits."

Bally-Roll is said to be one of the most popular machines of its type on the market. The manufacturers claim that it is particularly easy to install due to its 3-piece construction, and special acoustic material is used for sound-proofing so that the machine is virtually noiseless. This feature, according to the makers, is placing Bally-Roll in many high type locations where quiet operation is demanded.

"AVOID AWARDS," URGE MAKERS OF BALLY ROLL

In a broadside recently mailed to the trade, Bally Manufacturing Company vigorously urged operators to avoid awards of any kind in connection with their "bowl-a-ball" machine, BALLY-ROLL. Pointing out that the machine has proven a god-send to many operators because it is a 100 per cent legal skill-amusement game, the Bally bulletin stated in part, "BALLY ROLL is like a magnet for COMPETITIVE PLAY. Crowds cluster around BALLY ROLL by the hour—each trying to beat the other fellow's score. Players of this type—and there are thousands in every community—are satisfied with the sport of 'showing up' their companions. When reserved for Skill Players only, particularly for friendly competitions — BALLY ROLL

ACTUALLY EARNS MORE MONEY THAN IT WOULD EARN AS A PRIZE-PAYING MACHINE! This fact has been proven by nation-wide location tests."

Jim Buckley, Bally's general sales manager, adds that, "BALLY ROLLS now on location, operated without awards are netting all the way from \$30.00 to \$50.00 daily, and operators are enthusiastic over the way the public takes to the game."

Jerome J. Kahn, president of the Standard Transformer Corporation,

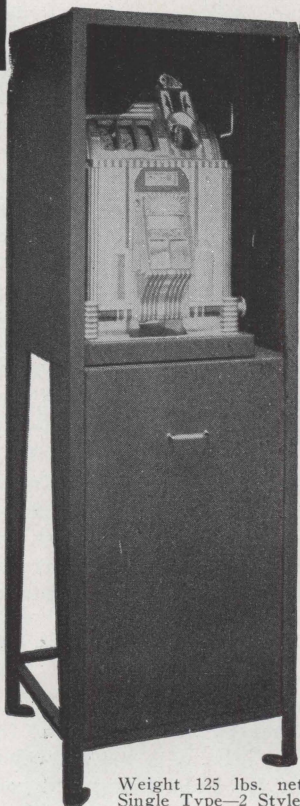
manufacturers of the famous univert that replaces batteries for power units, reports that his firm has Univert models now ready to meet the needs for the new portable bowling games which have met with instant success throughout the country. Mr. Kahn says that there is a Univert to supply the power for every bowling and pin game made. Manufacturers and distributors of these new bowling games are especially urged to send in their specifications to the Standard Transformer Corp.

"100% PROTECTION"

WRITES

DE KALB NOVELTY CO.

DE KALB, TEXAS



Weight 125 lbs. net.
Single Type—2 Styles
Front Door Only
Front and Back Door
Double-type safe also
in two styles

HERE IS THEIR LETTER:

July 21, 1936.

Gentlemen:

"We have had quite a lot of experience with your equipment, and candidly state that we never have had any trouble and up to this time the safes have proven one hundred per cent protection."

(Signed)

DeKALB NOVELTY CO.

WHAT COULD BE MORE CONVINCING?

Why gamble with safety? When you buy Protection Equipment, BUY ON PROOF. Be sure you are getting this safe that is giving complete protection in thousands of locations.

It is heavier, better constructed, finer looking and has no exposed locks when door is closed. Delivered complete—ready for use. IT IS DANGEROUS TO PAY LESS—UNNECESSARY TO PAY MORE.

ORDER YOURS TODAY!

Don't wait until your machines are put on the spot before you get this proven protection. If your jobber can't supply you, wire, write or phone. We have a large stock for immediate delivery.

CHICAGO METAL MFG. CO.

3722 S. Rockwell St.

Phone: Lafayette 5754

Chicago, Ill.

ROCK-O-BALL—NEW BOWLING GAME

With this issue of AUTOMATIC WORLD the Rock-Ola Manufacturing Corp. formally announces their new game Rock-O-Ball.

The announcement from Rock-Ola emphasizes a great many interesting features of their new product. They stress particularly the beauty of their bowling game Rock-O-Ball. As is well known throughout the industry, the Rock-Ola factory includes one of the most modern and complete woodworking plants in the country. As a matter of fact, the Rock-Ola firm has a national reputation in the furniture industry for fine cabinet furniture. Naturally, therefore, Rock-Ola is particularly well equipped to make a cabinet of real beauty for their new Rock-O-Ball.

Naturally, too, Rock-Ola, with their woodworking facilities, are especially equipped to build a cabinet that is sturdy, and that will stand up on location for long, permanent operation.

The Rock-O-Ball mechanism is developed and perfected by the same trained expert engineers who built the famous Rock-Ola Multi-Selector phonographs. And, just as in Rock-Ola Multi-Selectors, the Rock-O-Ball mechanism is immediately distinguished for its simplicity. All unnecessary parts have been removed, and all its operations are so simple and efficient that exhausted tests have proved that Rock-O-Ball will operate perfectly and continuously.

Among the features emphasized by Rock-Ola is the fact that Rock-O-Ball is separated into three sections. Therefore it is entirely portable and is as easily moved and installed as a pay table or phonograph. The separations are so arranged that they are absolutely unnoticeable when the machine is erected.

Rock-O-Ball is 14½ feet long with a 34 inch wide playing area. Rock-Ola officials explain that this size gives the player the greatest possible enjoyment from the game. In fact, Rock-Ola officials state that everything about Rock-O-Ball is de-

signed for the greatest possible enjoyment of playing it. The height of the coin chute and of the playing field is ideal—so arranged that the player does not have to bend down or stoop over. The target is wide and each pocket is colored differently.

Rock-O-Ball's brilliant light box shows—the score of the game being played—the previous high score—and the number of balls played.

Other Rock-O-Ball features are—visible coin chute—two veeders, one which registers the number of games played, and one the number of high scores made.

Rock-Ola's Special News Flash!

The release issued by the Rock-Ola Manufacturing Corp. carries the big news of a remarkable tieup made by Rock-Ola with that internationally famous personage Tom Mix!

The new Rock-Ola photo electric cell target machine is to be named the Tom Mix Radio Rifle! The importance of this unique tieup to the actual profits of the operator is obvious.

The name of Tom Mix will appear prominently on the top of each shooting target. And, as everybody knows, Tom Mix is the idol of American youth. He stands for everything that is clean and wholesome in American sport. His recommendation and endorsement of this great Rock-Ola product is sure to increase the play several hundred per cent.

The news released from Rock-Ola goes on to explain why they are going to the great expense in engaging the service of Tom Mix in connection with their Rifle Range. Jack Nelson, general sales manager of Rock-Ola, says: "In the past, operators have been forced to carry on by themselves, with little assistance given after their machines were placed on location—which is the time when they really need assistance most of all. The endorsement of a product by such a famous figure as Tom Mix, with his marvelous reputation for clean living and good

The Rock-Ola sales department reports that they are flooded with an avalanche of advance orders for Rock-O-Ball. Photographs have been mailed to operators, as well as jobbers, and distributors. The distinctive beauty of the machine, as well as the many profit features of Rock-O-Ball have so impressed the trade that they are clamoring for quick, immediate deliveries. And, with the tremendous facilities of the huge Rock-Ola plant, operators are being assured that prompt quantity shipments can be made.

sportsmanship, will do one thing more than anything else—and that is increase the play and profits for the operator on location!"

A statement from Rock-Ola officials also says that their new Tom Mix Radio Rifle is soon ready to be put into immediate mass production.

KEEPS SALES DEPARTMENT SMOOTH

The "unsung hero" of the J. P. Seeburg Corporation is Mr. James Barron, production manager and factory superintendent.

Upon Mr. Barron's shoulders falls the duties of seeing that the number and volume of phonographs sold by the sales department goes smoothly and quickly through the plant and that every phonograph ordered will be ready when promised. Mr. Barron inspects every phonograph produced in the J. P. Seeburg plant so that it meets with the high standard of quality which distinguishes the Seeburg products. Mr. Barron has long since devised an "endless chain" system of production which has resulted in greater efficiency and better quality.

It is in appreciation of Mr. Barron's untiring efforts to keep the Seeburg High Standard of Quality at all times that this little story is dedicated.

Pyramid Metals Company, 455 North Oakley Boulevard, Chicago, Illinois, manufacturer of Stainless Steel Mouldings, announces a new cap moulding for covering the edges of wallboard, tile, etc. Information is available from the manufacturer.

What Do You Think?

99 operators out of a hundred think it is foolish to spend money on constant battery replacements when ELECTROPAK eliminates all that expense forever! What do you think?... Are you content to waste money foolishly on batteries?

ELECTRICAL PRODUCTS CO., Inc., DETROIT, MICH.

New York Office: 152 W. 42nd St.

Chicago Office: 628 W. Jackson Blvd.

IMPORTANT NEWS FOR OPERATORS - JOBBERS & MANUFACTURERS !

A.B.T PRESENTS THE NEW

#400 COIN CHUTE



The Famous No. 310 A.B.T. Coin Chute
Vastly Refined and Improved with

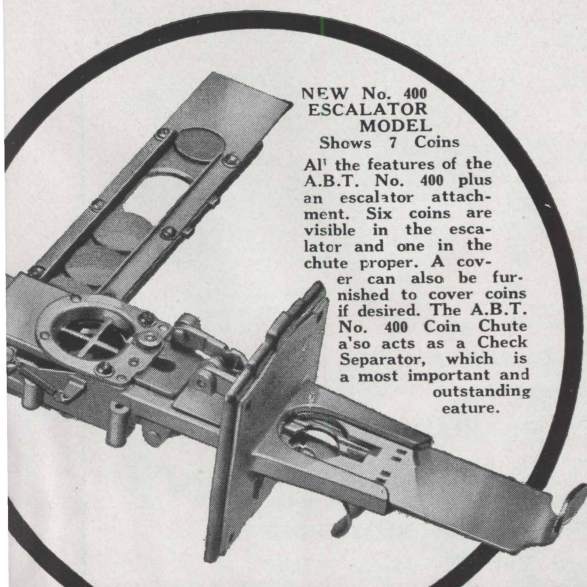
IMPORTANT NEW FEATURES!

The new A.B.T. No. 400 Coin Chute has been made purposely to eliminate the use of cellophane slugs, shims and thin probes of metal as well as slotted or keyed slugs. In fact, the new No. 400 has been devised to prevent practically all other methods of fraudulent play which have been brought to our attention. All of the excellent features which have made the famous No. 310 Visible Coin Chute the greatest selling device of its kind ever manufactured, have been retained, plus new features which make the new No. 400 the absolute latest in coin chute design. The new A.B.T. coin chute is the same size as the former model so that no change is required in your cabinets. The installation of the new A.B.T. coin chute in all of your games will be an investment which will pay for itself in a few days.

As much as we do not have space to illustrate the bottom view of the A.B.T. No. 400, we will explain several added features not shown on the illustration above. Several "Dogs" have been added for your protection against the use of tape or like methods of retaining the coin on the slide to operate the chute repeatedly with one coin . . . a special under

"Dog" has been especially added which in action with the other dogs actually prevents the use of thin coins, probes of thin metal and paper slugs; all "Dogs" are made of carefully tempered and hardened steel. The coin ejector slide is mounted on bottom of the chute and is operated when the coin is deposited and the slide pushed inward. A marvel of mechanical design and construction.

Under the most rigid proven tests, this chute operated up to 50,000 coins played into it without a single failure. Two holes are also drilling into the detector slide for easy installation of the Model B Check Separator . . . under grooves in housing casting prevent all use of shims or return coins.



NEW No. 400
ESCALATOR
MODEL
Shows 7 Coins

All the features of the A.B.T. No. 400 plus an escalator attachment. Six coins are visible in the escalator and one in the chute proper. A cover can also be furnished to cover coins if desired. The A.B.T. No. 400 Coin Chute also acts as a Check Separator, which is a most important and outstanding feature.

1

Ratchet "Dog" controls slide, assuring full operating stroke of 11-6 in. at all times. Absolutely prevents clogging, cheating or jamming of chute.

2

Perfect visibility for coin. The last coin played is entirely visible by looking directly down upon it from the top. Coin may be magnified if desired.

3

Extra heavy duty magnet made of special Tungsten Manganese Steel. This new style magnet is located so that the full strength of its magnetic flux is employed for steel slugs at point most effective. Protection against use of steel slugs is absolute.

4

Positive protection features. Two "Dogs" are provided to prevent cheating. These "Dogs" prevent the use of perforated washers, smaller coins and other slotted or mutilated discs.

5

The Face Plate is beautifully designed in modernistic style and has the same measurements as the former No. 310 chute. Cannot be loosened by continued shaking, prying, or the roughest usage.

6

Slide is constructed of heavy brass, permanently nickeled. Handsome, sturdy and designed to give the maximum of service. Stamped lugs prevent shims or thin metal strips from being inserted beneath slide to return coin.

7

Casting is also grooved to prevent shim action. It is sturdily constructed so as to give lasting dependable, unfailing service.

8

A new added refinement is the Finger Grip, which provides a powerful first finger and thumb grip for easy pushing of slide after coin is placed in hole. A feature most appreciated by players and operators alike.

9

A new Cross Bar is now a featured part of all No. 400 chutes. This positively prevents jamming of coins falling from the visible aperture if machine is lifted or tilted.

10

The steel slug stopper is made purposely deeper in the No. 400 chute to prevent the use of the keyed slug. Keyed or slotted slugs positively cannot operate the chute.

11

In the new No. 400 coin chute has been incorporated the reinforced bracket. This adds to the strength of the slide and prevents bending.

A.B.T. MANUFACTURING COMPANY
1 CARROLL AVENUE CHICAGO, ILL.



BALLY-ROLLS START ROLLING—Carloads of Bally Roll "bowl-a-ball" machines in Chicago freight yard, as Bally Manufacturing Company started delivery of 460 units ordered by Joe Calcutt of the Vending Machine Company, Fayetteville, North Carolina.

BALLY BOOSTS TEXAS CENTENNIAL

No, the large, cluttered-up office at the Bally Manufacturing Company factory is not a Texas Centennial Publicity Bureau. It's the den of Herb Jones, Bally advertising manager, and the stacks of Texas folders are being sent out as a courtesy to Bally's many friends in the Lone Star State.

"We are enclosing Centennial lit-

erature in all our correspondence," Herb explained, "and also contacting other states which may have celebrations to boost in this way. Considering the fact that Texas is close to 100 per cent Bally-minded, we felt it was only right that we help advertise the wonderful celebrations down there. At present we are mailing publicity for both Dallas and Fort Worth. Other Texas cities will be added as material is received."

400-TO-1 ODDS GETS BIG PLAY

After a steady run of seven months, BALLY BABY, world's smallest coin machine, now has a new and apparently indefinite lease on life, according to Jim Buckley, general sales manager of Bally Manufacturing Company.

"The recent spurt in BALLY BABY sales and collections," Jim said, "has been due to the tremen-

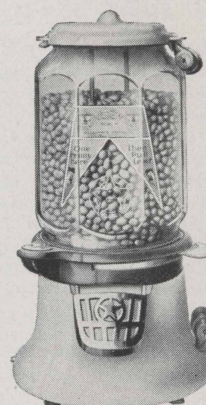
2 SURE WINNERS

Why Gamble With Untried Machines When You Can Select a Sure Winner?

In 28 years building fine machines "COLUMBUS" has developed a wide variety of sure winners—everyone a proven money maker tested by time and designed to SELL merchandise quickly, profitably. "COLUMBUS" Vendors are known by operators throughout the Southwest for their attractive porcelain finishes which attract instant attention and invite repeat sales.

Patented easy-to-service features enable "COLUMBUS" machines to be thoroughly cleaned and serviced on location in a few minutes without the use of a single tool or wrench—an EXCLUSIVE time saving feature which makes possible larger routes and more profits.

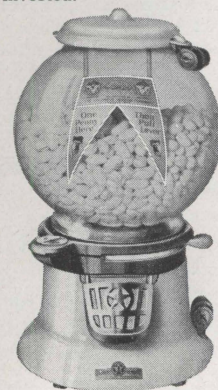
Why gamble with untied machines? Why waste money pioneering with vendors of unproven ability when you can make SURE PROFITS—BIG PROFITS from COLUMBUS Vendors.



MODEL "M"

LEFT

"The Popular Peanut and general confection Vendor of the Southwest"—furnished in beautiful light green porcelain finish. An attractive machine that will show unusually large profits per dollar invested.



MODEL "ZM"

RIGHT

Especially designed to vend pistachios, in addition to almonds, pecans, coated candies, hard shell confections, and numerous other small bulk merchandise items.

Follow the successful Southwestern operators and select Columbus Vendors—the backbone of thousands of operators' incomes since 1908—the most dependable profit makers in the field today.

There is a "COLUMBUS" Model for every operating requirement. Write today for complete descriptive folder.

DISTRIBUTED BY

F. C. EWING COMPANY

"THE OPERATOR'S FRIEND"

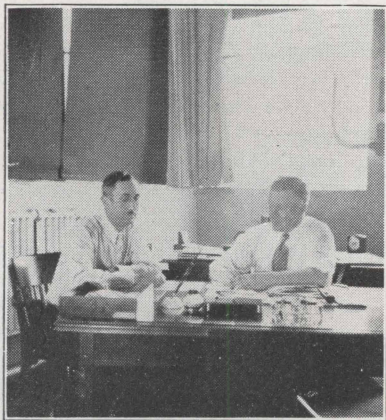
P. O. Box 851—Phone 2-8648

1414 E. Lancaster, Fort Worth, Texas

dous popularity of the 400-to-1 odds Number Game. I have on my desk a stack of BALLY BABY collection reports, one of which shows \$84.70 profit, net to operator, in 12 days with one BALLY BABY machine. This operator paid for the machine and got almost 400 per cent return on his investment in less than two weeks."

BIGGEST SUMMER YET, SAYS BUCKLEY OF BALLY

Hot weather should not be allowed to interfere with an operator's earnings, according to Jim Buckley, gen-



MYER MARCUS PLANS BALLY-Roll sales drive for Ohio. Energetic head of the Markepp Company, Inc., Cleveland, and co-director of Automatic-Markepp, Inc., Chicago, gets together with Jim Buckley, general sales manager of Bally Manufacturing Company, on campaign to bally-roll up a record breaking volume on new "bowl-a-ball" game.

eral sales manager of Bally Manufacturing Company, who pointed out that the majority of operators are holding up their income average by giving the public a greater variety of games to offset any tendency to drift away from coin-controlled amusements.

"Back in '32," Jim reminisced, "the phrase 'Boloney, said Moloney' became quite popular, this being Ray Moloney's retort to the suggestion that we were heading into 'dog-day doldrums'. Again in '33 we kept our factory going full blast with Airway and Skipper. In '34, with the mercury at 105 along our assembly lines, we served cold beer all day long to workmen who were turning out 500 Fleets a day. In '35, Ace, Prospector and Jumbo took the sting out of summer."

"This summer is the biggest yet,

with the plant operating at peak capacity right through the hot spell. As I see it, Bally is busy because Bally's customers are making money; and that, in turn, is due to the fact that Bally operators are following the policy of diversification.

"For the cream locations we have Ray's Track, and smart operators have learned that one Ray's Track will earn enough to compensate for a considerable decline in the earnings of 5 or 6 pin games. However, the payout pin games apparently don't need any bolstering up—at least, not if we judge by sales, as we are unable to catch up on orders for Challenger, Natural and Roundup in the 1-Shot class or Air-Lane in the 10-ball class. For counter operation we have the Bally Baby, which in itself is the same as three separate



BALLY-ROLL OUTPUT TRIPLED—VIEW OF BALLY MANUFACTURING Company plant, showing one of the three block-long assembly lines which for the past two weeks have been turning out several carloads of Bally-Rolls daily.



KANSAS DISTRIBUTORS

For Stoner's Turf Champs, Stoner's Short Sox,
Pace's Races, Pace Slot Machines,
Wurlitzer Simplex Phonographs

Write or wire for immediate delivery on all the latest Floor and Counter Machines

SPECIALS

WURLITZER P-12 - - - \$185.00
WURLITZER P-10 - - - \$125.00
SEEBURG SELECTAPHONE \$115.00
All these machines in perfect mechanical condition

We have over 300 used floor and counter machines at bargain prices.

One-third deposit required on all orders

Write for Latest Price List

MARION COMPANY

564 West Douglas
WICHITA, KAN.

KANSAS' LARGEST DISTRIBUTORS

games, and our Reliance Payout Dice Game.

"Of course the big winner at present is Bally Roll. We are literally swamped with orders for this hit of hits and distributor commitments indicate that we'll be in peak production way into winter."

JOHNNY JOHNSON'S THORO-BRED MACHINE GOING GOOD

As a result of the announcement of Jimmy Johnson's Thoro-bred race horse machine, the Western firm has been avalanched with a flood of inquiries and orders.

Thorobred is the natural result of the gradual changing of equipment that the automatic business demands. There are many better type of locations where big money is spent, that require a better type of coin operated machine—In Thoro-bred the Western firm, through its owner, Jimmy Johnson, claim to have the greatest automatic payout machine ever presented to the trade. Thoro-bred is available in two beautiful finishes. A most modern Pearl Gray model and a matched Walnut model which represents the extreme ultimate in cabinet design. The beauty of both cabinets is enhanced by brilliant chrome and black strippings. The background scenery is typical of a race track grandstand and club-house. Indirect lighting, diffused from the start to finish lines produce a very striking effect on the chromium strippings and colored metal horses. Seven players may play Thoro-bred at the same time. All 7 horses run, however, regardless of

the number of coins inserted. The mutuel odds, from two to thirty, change with every race. The odds may be adjusted by the operator. The multiple, visible slug-proof coin chute absolutely prevents cheating and will not jam or clog. Western's new Motor Driven Double Action payout unit disperses coins twice as fast as any other motor driven payout unit manufactured. This makes the operation of Thoro-bred faster.

It is suggested that operators who cannot secure complete information from their local distributor or jobber write direct to the Western firm and full information will be given.

Distributors and jobbers should see that they have display models on hand, because interest over Thoro-bred has been the most outstanding of any deluxe automatic type products in use.

THEY INCREASE PRODUCTION

The J. P. Seeburg Corporation announces that they have had to increase their production on the Super Deluxe Model "F" High Fidelity Symphonola, in order to keep up with the present sales demand. This model is the largest of the Seeburg line, and fulfills the requirements for a phonograph in a large amphitheater, large hall, or location where innumerable loud speakers are used from the phonograph.

The Electro Ball Company claims that the Super Deluxe Model "F" High Fidelity Symphonola is absolutely the finest mechanical instrument ever produced.

"RAY'S TRACK" MAKES HIT WITH WOMEN PLAYERS

The growing importance of design is clearly demonstrated by the strong appeal which "Ray's Track" has for women, according to a statement made by Jim Buckley, general sales manager of Bally Manufacturing Company, who has just completed a survey of the thousands of locations now equipped with Bally's popular "Ray's" ("race" to you) machine.

"When it came to design," Jim states, "we had to take our choice between typical old-fashioned coin-machine flash and more modern dignity. After prolonged discussion with leading operators and distributors, we selected a design similar in spirit to the higher grade music machines—with matched walnut panels, semi-realistic track, and just enough color to accent the design."

"The survey I have just completed proves that we were correct in our choice. We now find that 'Ray's Track' is gaining easy access to the highest class types of locations, such as night clubs, country clubs, cocktail lounges and de luxe taverns. The fact that spots of this type are known to be hte big-profit locations partially explains the high earning averages reported on 'Ray's Track.' These locations are also frequented by mixed groups of both men and women, and operators tell us that the women are as enthusiastic 'Ray's Track' players as the men."

Tel' the advertisers you saw their ad in AUTOMATIC WORLD

BARREL "O" WINNERS

1440 Hole Thick Style --- Form 4075

Takes In \$144.00

Pays Out \$112.00

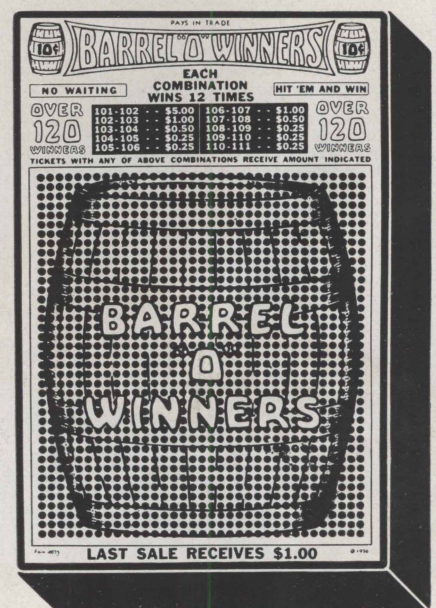
Write for Our Catalog of Money-Making Boards, Cards and Die-Cut Sheets.

CHAS. A. BREWER & SONS

Largest Board and Card House in the World

6320-32 Harvard Avenue

CHICAGO, U.S.A.



✓ AGAIN ROCK-OLA GIVES
OPERATORS THE APPEAL AND



PROFITS OF DRAW POKER!

PA's

DI

A PIN TA

.... WI



DRAW BALL Draws

The Best Locations

The Biggest Play

The Biggest Profits!

DRAW BALL

IN EVERY LOCATION, IN EVERY TERRITORY

THE *Natural* APPEAL OF DRAW POKER!

—at last—you have a pin table you know good before you buy it! You have a brand new one—but, at the same time one that has already proved itself and unmistakably "proved its stuff!" When you put out DRAW BALL, you know beforehand it is perfect mechanically . . . and perfect as a money-maker!

The entire industry knows of the record-breaking earning power of Rock-Ola's famous counterless Hold and Draw. And any coin machine man in any country would say, without hesitation, that the same principle in a pin table would be the same national success!

To make absolutely sure—ROCK-OLA BUILT DRAW BALL TABLES—and for three months have been thoroughly tested right out on actual location!

This is the first time that such a sure, careful, unflinching test has ever been made in advance of production schedule!

After 3 month's test of 200 DRAW BALL tables we've tested everything we wanted to know! DRAW BALL is an expensive game to build. But we know you know—that it is earning capacity that counts. And we know now—and the entire industry knows—that DRAW BALL has an appeal so

powerful, and so lasting, that its steady, continuous profits out-class anything else on the market!

DRAW BALL is draw poker—the world's greatest indoor sport, just as it is played everywhere. The game that's played Summer or Winter . . . Spring or Fall . . . daytime or at night . . . by young or old . . . men or women . . . in the South or the North . . . East or West . . . !

What's more, DRAW BALL is draw poker, designed to be operated anywhere. It fits in all over. No restrictions. No questions. It's perfectly O.K!

Hold and Draw's great feature of giving the player 2 plays for his coin—allowing him an extra chance at a winner—is an exclusive pin table feature of DRAW BALL!

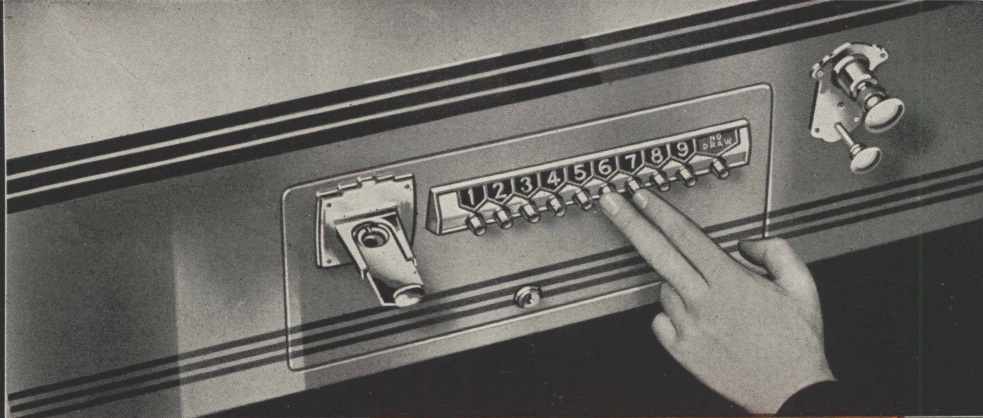
So in DRAW BALL—you have the one sure-fire hit on the market today! You have the one table with the appeal that keeps poker players going "until the last dog is hung!" And you have the mass appeal of a game known to everyone . . . easy to understand . . . simple to play!

Above all, you have a pin table tried and proved—by 200 games on actual location for 3 full months—that it operates perfectly and that it makes money—big money—day in and day out—all the time!



ROCK-OLA MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS, U. S. A.



Notice how simple it is for the player to "draw" to his hand, as explained below.

DRAW BALL'S "natural" PROFIT FEATURES

♥ There's no mystery about DRAW BALL. It's a pin table with an appeal that you, yourself, know can't be beat. An appeal that you know will never die. An appeal—proved by 3 months test on location to out-draw and out-profit anything else on the market!

♠ Here's how you play DRAW BALL: First you shoot 5 balls. Then, for example, the balls may go into these pockets—1—1—1—6—7. There's "three-of-a-kind." So, just as in draw poker, you "draw" two. And you do it this way—simply press the buttons numbered 6 and 7 on the convenient panel on the front door of the cabinet. This drops the balls in these two pockets, and leaves balls in your "three-of-a-kind" pockets—1—1—1. Now, you have two more balls to shoot to try to make a "full house" or "four-of-a-kind!"

♦ You can shoot for one pair, two pairs, three-of-a-kind, a straight, full house, four-of-a-kind—in other words, DRAW BALL is real draw poker!

♣ As an example of how perfectly the draw poker idea is carried out in DRAW BALL, there is even a pocket numbered from 1 to 9—the good old "wild card" or "joker" that peps up any good card game. Besides, there are two return pockets, giving an added attractive appeal to the player.

♥ The 2 special kickers deserve particular attention. They are specially designed to give the ball an extra-snappy "kick"—and, at the same time, they are designed to go easy on the batteries—a feature all operators appreciate! The kickers place balls in any of 3 different pockets, giving added mystery and suspense! For extra convenience to the player,

a special register always shows whether he is playing his first 5 balls, or if he is shooting after making his draw!

♠ Operators like the fact that everything about DRAW BALL is designed for easy accessibility. As shown by the picture at the top of this page, the "Draw" Mechanism—as well as the coin chute is all on the front door. Batteries are reached through a special door and compartment at the rear of the cabinet. The playing field lifts off easily. And the wiring is all so clear that a simple diagram explains everything!

♦ In pin tables today, there's nothing that can come anywhere near DRAW BALL. For, besides the powerful, "natural" appeal of draw poker, it has the EXCLUSIVE feature of giving players a second chance to win—the greatest "drawing" feature ever incorporated in a pin table! AND IT IS THE ONLY PIN TABLE YOU CAN BUY THAT HAS BEEN TESTED WITH 200 GAMES ON ACTUAL LOCATION FOR 3 MONTHS!

♣ If you don't take this great, new, proven, positive profit-producing pin table out and clean up the finest profits you've ever made—you're simply throwing away a grand opportunity. And handing it to somebody else who will step out and draw in the big DRAW BALL profits that could be yours!

BE SURE YOUR ORDER GETS IN IMMEDIATELY!



R O C K - O L A
MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE, CHICAGO, ILLINOIS

DRAW BALL is DRAW POKER



Northwestern **SUPERLINE**

World's Finest Bulk Venders

DeLuxe and Triselector—a whole book could be written about them, but why waste time with words when these machines are now ready to prove themselves the greatest money makers in bulk vending history.

The DeLuxe single compartment machine combines beauty of de-

sign with remarkable dependability and endurance. A machine having both penny and nickel play, it gets and retains the most desirable locations. It is absolutely sanitary, composed of rust-proof materials, finished in porcelain enamel for lasting attractiveness.

Having selectivity as its most outstanding feature, the Tri-selector also possesses the same practicable char-

acteristics as the DeLuxe merchandiser. Merchandise may be secured from all three compartments of this machine in a nickel purchase if so desired. The slug proof mechanism is a delight to all operators.

Certainly you'll want further information at once about this stupendous new Superline. Why not drop us a card for further details now?



The Northwestern Corporation

864 Armstrong Street

Morris, Illinois



Only WITH THE
TREMENDOUS FACILITIES OF THE
LARGEST FACTORY IN THE INDUSTRY.....
CAN THE ONE REAL BOWLING GAME BE BUILT

and deliveries made when you want them!

With 800,000 square feet of production area, the huge ROCK-OLA plant is equipped, like no other, to produce the perfect . . . the beautiful . . . the ONE REAL bowling game . . . ROCK-O-BALL!

● FEATURES

★ **ROCK-O-BALL'S** automatic scoring shows—the score of the game being played—the previous high score—the number of balls played at all times!

★ All scores are attractively displayed on **ROCK-O-BALL'S** big, brilliant light-up panel!

★ Everything about **ROCK-O-BALL** is designed to add to the enjoyment of playing.

The playing surface is made as wide as possible.

The length is 14 feet, 6 inches—ideal for enjoyable play.

The coin chute is at the most comfortable height.

The playing surface is at a perfect height so that player does not have to reach down or stoop over!

Cabinet is designed so that nothing will interfere with the player's stance when bowling!

Wide target—adding greatly to the come-on appeal to the player.

★ **Free play feature**—no lost balls!

★ **Underneath ball return** — eliminating all noise!

★ **Visible coin chute!**

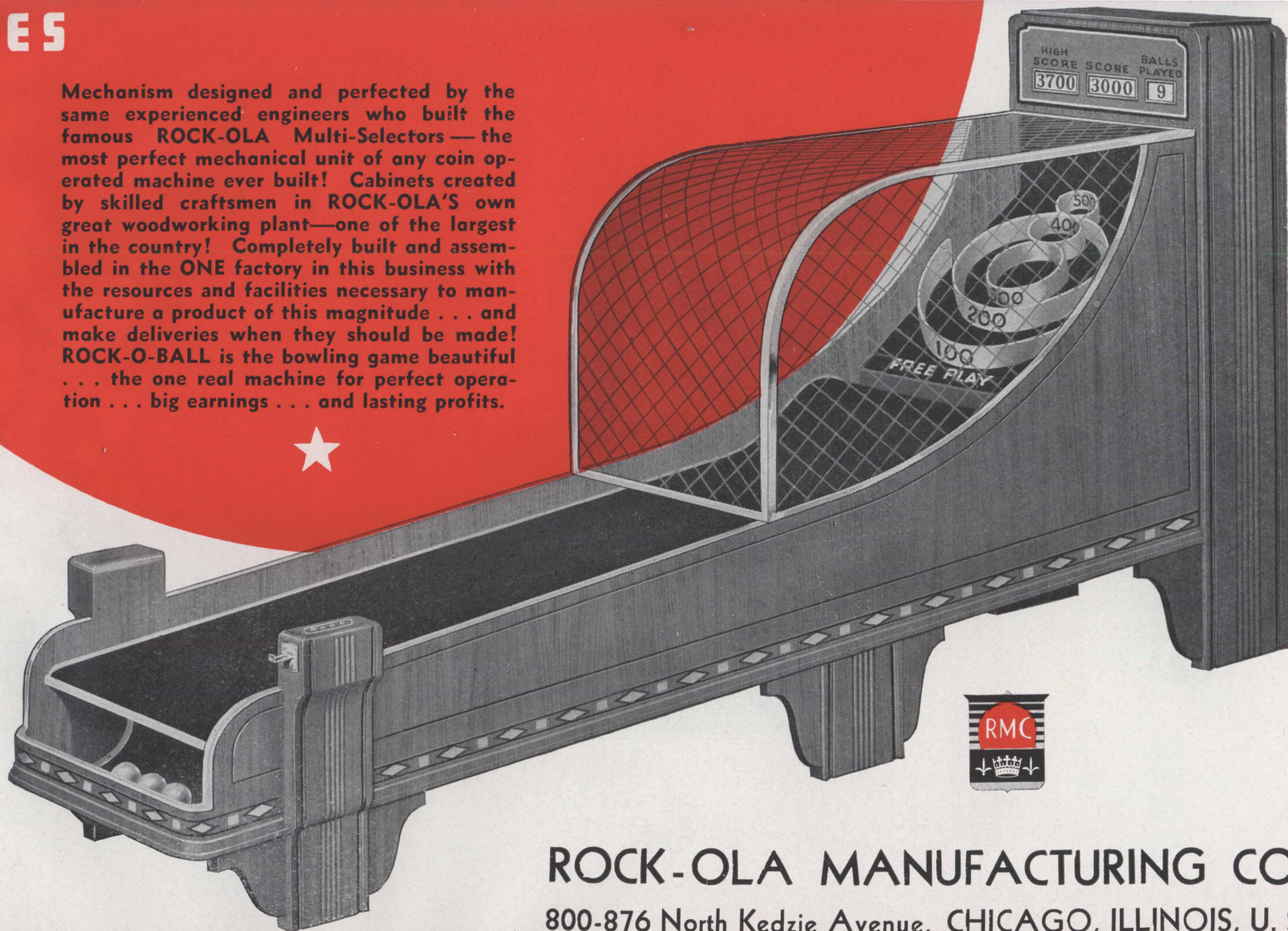
★ **Entirely portable.** Separates at middle of post, so as not to be visible when erected. **ROCK-O-BALL** is as easily moved as a pay table or phonograph.

★ **Equipped with 2 Veeder Registers**—one registers total number of high scores made—the other, total number of plays!

★ **Equipped with a powerpak,** assuring smooth, continuous operation!

★ **Scoring pockets all differently colored.**

Mechanism designed and perfected by the same experienced engineers who built the famous **ROCK-OLA Multi-Selectors**—the most perfect mechanical unit of any coin operated machine ever built! Cabinets created by skilled craftsmen in **ROCK-OLA'S** own great woodworking plant—one of the largest in the country! Completely built and assembled in the **ONE** factory in this business with the resources and facilities necessary to manufacture a product of this magnitude . . . and make deliveries when they should be made! **ROCK-O-BALL** is the bowling game beautiful . . . the one real machine for perfect operation . . . big earnings . . . and lasting profits.



ROCK-OLA MANUFACTURING CORP.
800-876 North Kedzie Avenue, CHICAGO, ILLINOIS, U. S. A.

\$259⁵⁰

F.O.B. Chicago
⅓ Deposit—Balance C.O.D.

ROCK-O-BALL

THE ONE REAL BOWLING GAME . . . by ROCK-OLA

Get These Extra Music Profits

By I. F. WEBB, Rock-Ola Phonograph Sales Manager.

HERE is an idea as old as Methuselah to the seasoned music operator, but new and untried by many new Phonograph operators.

It presents to every music operator an additional source of income and profit from his route of Phonographs.

The idea is simply this. Build up a reputation for furnishing music at club affairs, lodge dances, Church socials (Churches with broad minded congregations), weddings and all kinds of private parties.

Just stop and think of the many "doings" that constantly take place among your friends in your own territory. Hundreds of private parties and dances. And, in most cases, the hiring of an orchestra presents a serious financial problem which threatens the success of the affair.

When the Entertainment Committee or hostess finally does drive a bargain with a local orchestra the cost looks mighty high when you stack it against the total return from ticket receipts. If no tickets are sold the outlay for orchestra seems all the larger. Saddest of all is the performance of a second rate dance orchestra. To the music lover a poor orchestra kills the party. And nowadays, with the excellence of radio broadcasting and reception, everyone is a music lover, or you might say critic.

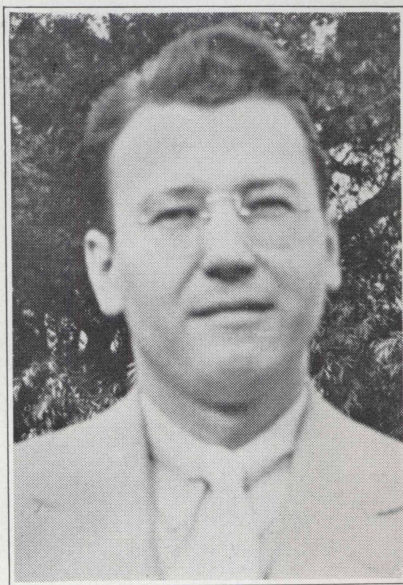
These various disadvantages are familiar to most of us from actual experience on Dance Committees either in high school, college, lodge or club.

How much better it would be for the Committee to call "Joe Johnson," the Music Man, and ask him to bring that marvelous electrically amplified phonograph up to the Country Club on Saturday night along with his pals—Duke Ellington, Wayne King, Ted Weems, Bing Crosby, Boswell Sisters and all the rest of the big time entertainers. How much cheaper! How much simpler! What vastly superior entertainment the crowd will enjoy!

Of course, you can't talk "nickels in the coin chute" on this kind of a

proposition. It should be a flat rental basis for the evening with unlimited play. (Any automatic phonograph can be set to play continuously). A fair rental would be ten or fifteen dollars.

Do you see the possibilities? Three or four of such parties a week and you have extra profits from your



I. F. WEBB

equipment. Once you have the demand built up you can set aside a batch of phonographs exclusively for operation at private affairs.

The question is how to build up the demand. Very simple. Just like everything else. Insert a small ad in the local paper. Keep running the ad persistently. The market is there. Results are certain. And once started, the demand will surprise you. Every time you furnish the music at some party there will be two or three guests who take down your phone number with the

idea of calling you up when they throw that next party.

As a further source of advertising—a mimeographed bulletin to all the lodges and clubs in town should pull some engagements for you. Simply tell them what you have to offer. Invite them to a demonstration.

If the selection of pieces is not great enough for the occasion, furnish them with a couple of dozen extra records. Furnish a man if necessary to change records. Usually, however, some mechanically minded fellow in the crowd can be instructed at the start of the evening so that he can add fresh numbers when the crowd wants them. Naturally, the well populated cities present more opportunity for this type of expansion. Nevertheless, every operator should be on the lookout for some of this private business. The shrewd operator will aggressively go after it and promote it to the fullest extent regardless of where his territory may be.

Here at the big Rock-Ola Factory we have been advising our new music operators to go after this "private party" business in their own cities.

For even if one phonograph is rented out one evening a week, the return will be greater than from the average location. Many operators already have capitalized on the suggestion.

Of course, it is understood that the rental of music for these affairs should be only supplementary to the usual method of conducting a music business. Naturally, most of your instruments should go into taverns, restaurants, drug stores, etc. One new operator in particular writes in from Minneapolis saying, "My first newspaper ad brought six engagements for music at private

It's for the Engineers to Decide:-

... and they have decided—The 19 leading manufacturers of coin operated equipment had their engineers test every available method for eliminating batteries. 18 voted for **ELECTROPAK—Only 1 for a substitute!**

ELECTRICAL PRODUCTS CO., Inc., DETROIT, MICH.

New York Office: 152 W. 42nd St.

Chicago Office: 628 W. Jackson Blvd.

affairs. You Rockola fellows sure know your business. All of the figures you gave me on earnings are amazingly accurate and the suggestions for running my music business have made it so easy to get started."

SAM COHEN SELLS MULTI-SELECTORS

Atlanta, Ga.—Mr. S. G. "Sam" Cohen, owner of the Atlanta Coin Machine Exchange, reports that he has now received and distributed his 23rd carload of ROCK-OLA Multi-Selectors.

Mr. Cohen goes on to say that, as he puts it, "We're just getting started! In all my years in the coin machine business I have never seen anything like the terrific and increasing demand for ROCK-OLA Multi-Selectors. It certainly is a fact that the swing is to ROCK-OLA. And, with the marvelous profit operators are making from their ROCK-OLA Multi-Selectors it is only natural that these fine phonographs should be such a great success!"

THE BUSIEST MAN

The busiest man in the world during the present heat wave that has gripped the nation has been Jerome J. Kahn, president of the Standard Transformer Corporation. One line of products manufactured by the

Standard Transformer Corporation is the manufacture of electric fans. Although expecting a normal increase over last year's business on electric fans, Mr. Kahn says that the business was so tremendous that last year's records were more than quadrupled, and that the fan division has been working three shifts a day to fulfill the enormous demand for fans. Mr. Kahn expressed his opinion that his Univerter division will soon be as busy as the fan division when the orders start pouring in for power units for the new type bowling games and new models of pin tables for the early fall season.

JOE HUBER TRAINING FOR THE 1937 COIN MA- CHINE SHOW

"Little" Joe Huber, the man with the big reputation for promoting—Bigger and Better Coin Machine shows, is leaving Chicago with his wife and two kiddies, for a motor trip through Michigan, Wisconsin, and finally winding up in the Lake of the Woods, Ontario, Canada.

Joe just purchased a new Royal trailer, which is equipped with every modern convenience that a trailer can possibly have.

Joe's great weakness is fishing, so it is only natural that a special compartment is built in it to house fishing tackle, gadgets, trick worms and what not he uses to lure the fish.

Immediately after the trip, Joe is

going to buckle down and get the 1937 Coin Machine Show on its way. As usual, he promises a Bigger and Better Show—each year his prediction has come true! What a man!

We asked him why he thought so and he said, "Why it's a cinch—look at my committee this year—which is again headed by Good Time Charlie (Marshall Seeburg) . . . Marshall said, "Joe spare no expense, shoot the works, put it over; the committee is 100 percent for a Bigger and Better 1937 Coin Machine Show.

Remember the dates — January 11th to 14th.

You'll Do Better With TID-BIT SHOPS



THESE new, exclusive cartridge-loading Venitors are winning the preference of alert operators everywhere. Their ultra-modern design, dependable day-after-day performance, durable construction and easier servicing assure a richer source of substantial, steadier profits. You, too, should investigate the many outstanding features of TID-BIT SHOPS that are responsible for such overwhelming interest and enthusiasm. Write for circular today.

We endorse 9-point program of
National Council of A. M. O. A.

VENITOR

CORPORATION

Manufacturers
Title & Trust Bldg.
DETROIT, MICH.



PORTRAIT OF O'TOOLE INDIAN, PRESENTED TO JIM BUCKLEY, Bally Manufacturing Company's general sales manager, by Mike Tigerman, well-known Chicago operator and game designer. Mr. Tigerman, who painted the picture, is a gifted artist whose work has hung in leading art museums and who has won prizes in a number of national art competitions.

Rock-Ola Manufacturing Corporation

Enters Photo Electric Cell Field

Buys Ford Amusement Corporation

CHICAGO, ILL.—The Rock-Ola Manufacturing Corporation, in addition to the tremendous production program already in full swing at their huge plant, has now entered still a new field of coin-operated machines—the manufacture of equipment utilizing the ingenious results obtainable by the use of the Photo Electric Cell.

This was learned by a statement just issued from the executive offices of the Rock-Ola Manufacturing Corporation, by its president, Mr. David C. Rockola.

Although the fact has not been disclosed previous to this important announcement, it has now been made known that the Rock-Ola Manufacturing Corporation has spent the last year or more in extensive research and development with Photo Electric Cell equipment. During the period of this research and development, it is understood that Rock-Ola engineers have made some very startling and very important discoveries in connection with the use of the Photo Electric Cell.

It is stated that the scientific discoveries made by the Rock-Ola Manufacturing Corporation in their re-

search work will greatly strengthen the market for coin-operated equipment utilizing the Photo Electric Cell. For instance, the statement from the Rock-Ola Manufacturing Corporation points out that one very serious hindrance to the success of some Photo Electric Cell target machines has been entirely eliminated by their research and development engineers—that of being able to make the target machines function by the mere use of a flashlight. The statement from Rock-Ola says that this objection—and many others have been entirely overcome and eliminated by their engineers.

It is also stated that the Rock-Ola Electric Laboratories have made great strides in the way of simplifying the wiring hookups necessary in the operation of Photo Electric Cell machines.

As a matter of fact, it is claimed that the Rock-Ola Electric Laboratories have now perfected a hookup that requires only about one-third the amount of wire that has heretofore been necessary to efficiently operate this type of equipment.

The purchase of the Ford Amusement Corporation with offices and headquarters at 657 to 659 Washington Boulevard, Chicago, by the Rock-Ola Manufacturing Corporation is one of the major important coin machine transactions that has been announced for a long time. The target range manufactured by the Ford Amusement Corporation has been in production for well over a year. Their product—the Magic Ray—is recognized as the most advanced type of equipment in the Photo Electric Cell field. However, according to statement from the management of the Ford Amusement Corporation, their facilities, though very efficient and extensive, was not such that they could supply the tremendous demand for their product. It is understood that this was one of the reasons why the Ford Amusement Corporation agreed to enter into a sale whereby it would be possible for an organization with the vast resources of the Rock-Ola Manufacturing Corporation to give their strength to a product that has created such

a sensational demand—and thereby give to all operators the opportunity to participate in and capitalize on a business that has proved to be fundamentally sound and absolutely substantial.

It is understood that this important transaction has been pending for the last ten months. All the details involved in the transaction were not disclosed. However, it was announced that all the equipment and resources of the large Ford Amusement Corporation plant at 657 to 667 Washington Boulevard, Chicago, are to be absorbed, moved over, and housed in the gigantic Rock-Ola plant at Kedzie and Chicago Avenue, in Chicago. The equipment included in this important move is all of the machinery assembly lines—the entire Ford Amusement Corporation Electric Department—and all of their Engineering Departments.

When this move is completed, the Rock-Ola Manufacturing Corporation will house the assembly lines for this new, important product of theirs in plant No. 3 of the huge Rock-Ola factory, which is located on Spaulding Avenue, a distance of two blocks west of the general offices of the Corporation.

This plant, part of the huge four and a half city blocks of Rock-Ola properties, has just been equipped to handle this type of assembly and manufacture.

Patents, along with the ones now held and pending on this type of equipment, are said to have a very broad coverage. In fact, these patents are so broad, that nowhere in the statement from Rock-Ola Corporation was it disclosed that the Corporation would relicense any other manufacturers.

Although the industry is accustomed to startling, revolutionary, and dramatic moves on the part of the Rock-Ola Manufacturing Corporation, this new and important extension of their already vast activities proves to be real headline news to the entire industry. As Automatic World readers know, this is the second large and influential company to be purchased and absorbed by the Rock-

LITTLE NUT VENDOR CO.
Lansing, Michigan

FACTORY PRICES ON LITTLE NUTS

Type B	\$2.50
Type C	3.50
Type G	3.50
NUT HOUSE	3.00
NUT SHOP	2.50

50c extra for postage on samples

LITTLE NUT VENDOR CO.
LANSING, MICH.

Ola Manufacturing Corporation in less than sixty days! It's still important news to the industry that Rock-Ola recently purchased and absorbed the Decca Disc Phonograph Company of Waynesboro, Pennsylvania, with all the resources, facilities, equipment, and all patent rights.

One of the very interesting points to coin machine observers in the spectacular growth of the Rock-Ola Manufacturing Corporation is the fact that right at this time the entire 800,000 square feet of the 20 buildings comprising the gigantic Rock-Ola plant are completely taken up with high speed mass production. In fact, the significance of the unprecedented expansion of the Rock-Ola Manufacturing Corporation is best realized by the statement that the Rock-Ola management is laying plans for the construction of additional modern industrial plants.

Operators everywhere will naturally be awaiting with keen interest for announcements as to the release of Rock-Ola's new Photo Electric Cell product. The statement from the executive offices of the Corporation says that this new product is to be released in the very near future. The statement also says that the new product is being designed, developed, and built by Rock-Ola artists, designers, and engineers. "And from comments made by important coin machine people who have inspected this new Photo Electric Cell machine, there is no question whatever but that it will be every bit as great a success as the new world famous Rock-Ola Multi-Selector Phonograph."

While speaking of Rock-Ola Multi-Selectors, the statement from the Rock-Ola plant discloses the fact that, with production being increased continually, their production figure is now well over 1,000 phonographs a week.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

WESTERN READY WITH POLICY

The game of Policy is universally popular. Probably no other game enjoys such widespread appeal as the fascinating Policy game.

Capitalizing on the tremendous popularity of the real game, Western engineers have perfected the identically same game in a beautiful new one ball automatic payout table.

The great new Western payout table includes the Mystery Coin Chute. This coin chute has scored a big hit with the players.

Because of the many new features of Western's Policy, it is almost impossible to do full justice to the machine by word description. The operator must see and play Policy to fully appreciate the marvelous product the Western Equipment and Supply Company has to offer.

However, the playing idea is this: The player inserts his coin in the Mystery Coin Chute which automatically lights up from two to eight numbers and the three sets of odds on the backboard. Each individual row of numbers that lights up on the backboard contains three numbers. These numbers are matched on the playing field. As an example, let's assume that the first two rows of numbers are lighted on the backboard. The first row has numbers one, two and three. The second row has numbers two, three and four. If the steel ball falls into the number one pocket, the player automatically received the lighted odds for one number. If the ball falls into a pocket labeled two and three he is automatically paid the lighted odds for the two numbers. The steel ball in the one, two, and three pocket, the player is likewise automatically paid out the lighted odds. The odds range from 2 to 40.

True to the high standard of Western cabinets, Policy is rigidly constructed and designed along colorful

modernistic lines. The cabinet is twenty-four inches wide and fifty inches long.



CARL A. HOOPER, WELL-KNOWN and popular Louisville citizen who is reporting an avalanche of business with Rock-Ola products in his territory. "They're a great bunch of products!" says Carl, "and it sure is a pleasure recommending them and selling them to my operator friends all over this territory!"

Just back from a trip to the Rock-Ola plant, Carl reports having placed substantial orders for Rock-Ola's Queen Mary pay table as well as Rock-Ola's famous 1-shot Credit.

At the same time, Mr. Hooper reports having been treated to the preview of Rock-Ola's new bowling game Rock-O-Ball, which he said is the most beautiful piece of coin operated equipment he has ever seen. He also got all the information, while at the Rock-Ola plant, on the great Tom Mix radio rifle now in production at the big Rock-Ola plant.

PIN GAME CHECKS

FOR
Payout Tables, Pin Games, Bells, Jack Pot Games, etc.
Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.

	1c	5c	10c	25c
5000	\$4.50 M	\$5.00 M	\$4.50 M	\$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickel plated checks add \$1.00 per M to above prices
Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

WE RECOMMEND:

ELECTROPAK

For Increased Pin Game Profits
Earns \$90.00 Extra Per Location
Cuts Operating Expenses to the Bone
Eliminates Costly Service Calls
We carry all models in stock
Installations made in our shop
Write TODAY for Complete Information

Birmingham Vending Co.
2117 Third Ave., N.—Phone 3-2327
BIRMINGHAM, ALA.

BUSINESS MUST BE GOOD, EARL

Amidst "ahs" and "ohs" Earl Holland, sales manager of the phonograph division of the J. P. Seeburg Corporation drove up in front of the home plant in a great big beautiful new Packard motor car. With an air of dignity and nonchalance, the Earl of Holland, Michigan, completely ignored the surrounding proletariat and in regal style, walked to his desk.

Well, folks, if you know Earl Holland, you will readily recognize the above description as being "ain't."

Prying into the deep, dark secret, we asked Earl about his sudden transition from a Ford coupe to a Packard sedan. Naturally, the assumption was that Earl's Aunt Abigail passed into the hereafter and a great fortune was discovered in an old sock that had stuck to the ceiling.

Earl soon corrected our mistaken opinion and let us in on "how to become a success."

"My dear man," was his opening paternal patter, "when you are selling something that everybody wants, there's no trick to it. Operators, all

over the country, recognize the Seeburg High Fidelity line of Symphonolas as the finest in the field. In every territory I cover, the operators give me glowing reports as to how much money their Symphonolas are making.

"Frankly, I have been in this business for many years. Never, in my long experience has anything ever approached the acceptance and demand that our new line of High Fidelity Symphonolas now enjoy."

"Seeburg Leadership' is not just an advertising slogan. It is a reputation built by an outstanding organization that has pioneered practically every major development found in the modern automatic phonographs."

H. J. CLOER AND T. H. ANGELL FORM PARTNERSHIP

H. J. Cloer and T. H. Angell have recently completed details of their new organization, Fort Worth Capehart Music Company, located at 108 West Lancaster Avenue, Fort Worth, Texas.

Mr. Cloer and Mr. Angell need no introduction to the local operators and their many friends. Both of these gentlemen have been in the operating business in Fort Worth for sometime.

Mr. Cloer stated that they recently purchased from the Boyle Amusement Company, Oklahoma City, fifty Capehart phonographs. The order specified twenty large machines and thirty small machines. Ever since the opening of the new firm, they have been putting the phonographs on location by request from different spots each day. They are well pleased with their prospects, and feel that their plans will be successful.

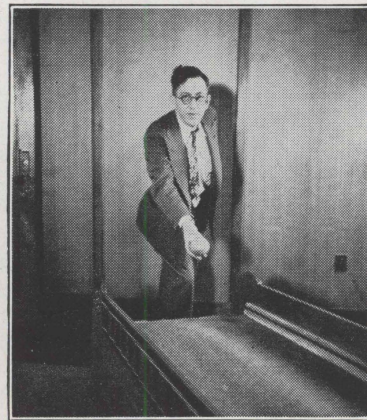


FOR GREATER PROTECTION SPECIFY DUO LOCKS

The Lock Experts Couldn't Pick

- Dual Sets of Tumblers
- Unlimited Key Changes
- Protected Codes
- Illicit Key Duplication Practically Impossible
- Extra Strong Key

The **ILLINOIS**
LOCK Company
737 W. JACKSON BLVD., CHICAGO, ILL.



"FRANKLY," SAYS JOE FRANK, "I go for Bally-Roll, and I know the Tennessee public will too." During his recent visit to Chicago, Joe, who heads up Automatic Sales Co., Nashville, spent much of his time at the Bally Manufacturing Company plant playing Bally-Roll, the new "bowl-a-ball" game.

JACK KEENEY'S MAN, BECKER, ENTHUSED WITH VELVET

Yes, sir; yes, sir; yes, sir; all is smiles at Keeney's plant, according to Jack Keeney's man, Becker, because of the marvelous success that firm has been receiving with their new deluxe one shot payout, Velvet.

Becker is most enthused with the response accorded the Keeney firm from the operators to Velvet. According to Ray, the true test of a game is not how many go out on original orders, but the number of reorders received for the game. The sales of Velvet are being kept at high peak because the operators, jobbers and distributors were quick to realize that this game was a good money maker after they received their first samples, and therefore, re-ordered heavily.

One feature that is most outstanding with Velvet and places it in an absolute non-competitive class, is the "cash in or replay" award idea. With this idea, the player may collect the winnings he may have made on his first shot or he may gamble on a parlay award on a second shot which he receives free.

Jack Keeney's man, Becker, reports that from every indication Velvet will be in large volume production at the J. H. Keeney and Company plant for quite some time to come.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

ADVANCE VENDING MACHINES

*More Than 100 Models
Send for 1936 Catalogue*

ADVANCE MACHINE CO.

4647 Ravenswood Avenue
CHICAGO, ILL.

Announcing WURLITZER'S SKEE-BALL

REG. U. S.
PAT. OFF.



With **A PLAIN STATEMENT** *of*
FACTS *on* **SKEE-BALL**

(REG. U. S. PAT. OFF.)

by *H. E. Capehart*





WURLITZER'S SKEE BALL

(REG. U. S. PAT. OFF.)

AMERICA'S GAME

A PLAIN STATEMENT of FACTS on SKEE BALL

(REG. U. S. PAT. OFF.)

by

H. E. Capehart



HOMER E. CAPEHART
VICE PRESIDENT, RUDOLPH WURLITZER MFG. CO.
NORTH TONAWANDA, NEW YORK

WITH so much being said and written about "Skee Ball" (Reg. U. S. Pat. Off.), I believe it is time that the industry should know who holds the original patents on "Skee Ball"—who owns the copyright to the name "Skee Ball"—whose experience best fits them to produce the kind of game that will have the greatest play appeal—that will enable you to make the biggest profits as an operator.

• As you may know, last November the National Skee Ball Company, creators and manufacturers of "Skee Ball" (Reg. U. S. Pat. Off.) introduced a coin operated "Skee Ball". For nearly a quarter century prior to that time their business had been confined to amusement parks, where the game is operated by attendants and has always been a big money maker.

• We became interested in the "Skee Ball" because it was a legitimate game that could be placed in the same category as bowling alleys . . . archery . . . bowling on the green and other such games—and the fact that it required a certain athletic skill to play it. This was important because only such type games are of interest to us.

• Our scouts made a careful survey of locations where "Skee Balls" were being operated—discovered that it was making big profits for operators—recommended that we engage in the manufacture and sale of "Skee Balls".

• Instead of attempting to infringe the patent rights of others, we then negotiated with and acquired the National Skee Ball Company. This move by a company as large and successful as Wurlitzer, opened the eyes of the industry, with the result that others have entered the business.

A P L A I N S T A T E M E N T O F S K E E

(Continued from preceding page)

- We have no quarrel with those who wish to enter this field. However, for your own good, we hope that no one makes a gambling device out of this wonderful game but that they will produce a well constructed, high class piece of equipment which will lend credit to the industry and the game.
- *However, we have not licensed anyone to manufacture or distribute this game or any similar bowling device. Through the acquisition of the National Skee Ball Company we control the original "Skee Ball" patents and copyrights for the name "Skee Ball" and "Skee Roll". No other manufacturer can rightfully imitate this game and call it "Skee Ball" (Reg. U. S. Pat. Off.) or "Skee Roll" (Reg. U. S. Pat. Off.) either in advertising, correspondence or verbally.*
- In acquiring the National Skee Ball Company, we also had another motive—namely to eliminate guesswork and experiment . . . to build the kind of game that experience has taught is essential to the operators' success.
- We learned that electrical operation destroys the essentially athletic character of the game. This is why everything about "Skee Ball" except the lighting is mechanical.
- When the player pulls the knob to release the balls—when he bends slightly because our game is made bowling height, he gets the mild exercise which is the basis of this game.
- When he sees his scores mechanically recorded after each ball in white numerals on a black field, he sees it in a form that he is accustomed to seeing scores at baseball games, football games, etc.
- When the player rolls the balls he wants the alley to feel solid—just as in bowling.

F A C T S O N

B A L L

(REG. U. S. PAT. OFF.)

by **HOMER E. CAPEHART**

This is why "Skee Ball" is built of heavy red oak and weighs 522 lbs.—why we refuse to build a game from light wood that would have a hollow sound and lose much of its play appeal.

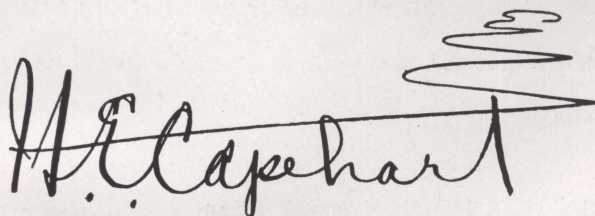
- Yet, because we make our own cabinets—are not obliged to buy them from outside plants, we can sell a game that will give you years of fine service for no more than what you would pay for a game built from light wood.

- In building the highest quality of merchandise and selling it at the right price, we are following the same policy that has proven so successful with the Wurlitzer-Simplex Automatic Phonograph.

- It is my belief that Wurlitzer policies and methods will make "Skee Ball" a big, profitable business for everybody . . . that Wurlitzer's "Skee Ball" is a worthy companion to the Wurlitzer-Simplex Automatic Phonograph.

- *Both were the originals.* The Simplex phonograph business was purchased by us from the Simplex Phonograph Company of Chicago—established in 1930—which company introduced the first multi-selective type phonograph. The National Skee Ball company were the pioneers and the originators of the game called "Skee Ball" (Reg. U. S. Pat. Off.).

- Already orders on hand indicate a tremendous demand for the Wurlitzer "Skee Ball"—a demand that promises to tax our production capacity for months to come. So, to insure deliveries when you want them, let me suggest that you wire, write or phone for full particulars without delay.



VICE PRESIDENT, THE RUDOLPH WURLITZER MFG., CO.
NORTH TONAWANDA,

NEW YORK

Page FIVE

Specifications: WURLITZER'S SKEE BALL (REG. U. S. PAT. OFF.)

The ORIGINAL SKEE BALL (REG. U. S. PAT. OFF.) Tried and proven principles of operation and play appeal.

POSITIVE ACTION, MECHANICAL COUNTING DEVICE... shows score in large white numerals on black field up to 450, the maximum score.

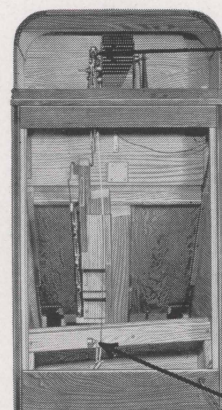
INDIRECT LIGHTING of scoring device for easy reading of scores.

INDIVIDUAL LIGHT BRACKET floodlights target area.

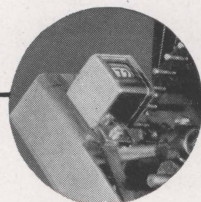
REGULATION SIZE TARGET area. Target circles made of heavy rubberized machine belting.

HEAVILY CORDED HAND WOVEN NET, supported on heavy tubular steel forms protects tops and side of rear end of alley. Net easily removed for cleaning of target field.

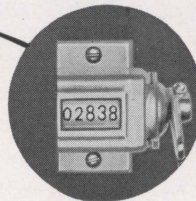
ADJUSTABLE FOR EASIER OR MORE DIFFICULT SCORING. Elevations or "hump" over which balls roll before reaching target area can be adjusted to make scoring easier or more difficult just as operator chooses.



Rear view of cabinet showing location of "Coin" and High Score Meters.



HIGH SCORE METER adjustable to any figure the operator wishes to set, shows the number of "winning" scores that have been made and is a positive check on the number of prizes given by the location owner.



COIN METER shows how many coins have been taken in as a check on collections.

REGULATION SIZE ALLEYS. Both the alley and target area are covered with heavy green cork carpet, easily cleaned to remove dust and ball marks.

SILENT. Rubber cushioning on ball return race—construction and insulation of target area an inclined alley, insure quiet operation. Can be installed in location where noisy games would not be permitted.

POSITIVE MECHANICAL OPERATION. Everything about this game is mechanical, nothing electrical except the lighting. No contacts, wires, batteries or power packs to get out of order—to increase operators' worries and operating costs.

Advanced type coin drop—not coin chute. Money box located on inside of right front foot with quality lock equipment.

Front of alley protected with metal strips to prevent wear from players' feet.

UNOBSTRUCTED ALLEY. Coin drop and ball release located on the right side out of the way, not in front where they would be bent out of shape and put out of commission by players' feet. Nothing in front of alley to cut down length of playing field—detract the player's eye—interfere with his play.

NOTE: No one is licensed by us to manufacture or distribute this game or any other similar bowling device

REGULATION SIZE AND CONSTRUCTION. Substantially constructed of high quality red oak. Meets every regulation standard for width of playing field—length and arrangement of alley—size and arrangement of target area and all other essentials.

STREAMLINE DESIGN. Smartly designed for maximum eye and play appeal by Paul Fuller, noted designer of Wurlitzer-Simplex cabinets. Natural hardwood finish attractively set off with black, color and chrome decorative treatment and fittings... finished in liquor and waterproof ship varnish.

DIMENSIONS

Overall length 14' 2"
Width 29 3/4"
Height at rear 6'
Length of Ball Runway 10'
Weight 522 lbs.

PORTABLE. Divided construction permits ease in shipping, transportation to locations and assembly.

RUDOLPH WURLITZER MFG. CO., NORTH TONAWANDA, N. Y.

Fort Worth Frontier Centennial

Fort Worth. — Mable Strickland of rodeo and movie fame who was champion all-round cowgirl for more years than any other woman, is again riding in "The Last Frontier," that fast moving spectacle of the Fort Worth Frontier Centennial which has recaptured the flavor of the old west.

Miss Strickland, who was kicked by her horse during a rehearsal was unable to appear during the first week of the show but is now back doing her part with the cowboys, soldiers, and Indians.

"The Last Frontier" with its covered wagons, stage coaches, herds of buffalo, bucking horses, and long-horns is a colorful dramatization with music and comedy of the settling of the cattle country with a stepped up rodeo and square dance on horseback. It is what visitors from the north and east associate with the west, and at the same time it fasci-

nates those of the southwest because it rings true. Music ranges from the simple melodies of pioneer days to the pulse stirring rhythm of "Buffalo Bill," a new song hit that the Frontier Centennial has given to the nation.

Barney Oldfield, most famous automobile racer of all time is the official host of the Frontier Centennial. Now noted as a speaker on highway safety, Oldfield was the first man to drive a car a mile a minute. At the Chicago World's Fair he autographed 600,000 postcards. He will greet visiting delegations and at his command will be a fleet of six cars in which famed guests will be conveyed about the city.

"Arkansas Day" set a new attendance record Saturday when the throngs were augmented by 300 visitors from the neighboring State. Led by the 50-piece Fort Smith band, the delegation included Mrs. J.

Marion Futrell, wife of the governor; Harvey Cough, chairman of the Arkansas Centennial Commission, and Congressman John McClelland.

First of a series of national broadcasts from the Frontier Centennial was given Tuesday night over the National Broadcasting Company system, an hour's program being rendered by the orchestras of Paul Whiteman and Joe Venuti.

Meanwhile, Casa Manana—most dazzling production ever seen, according to critics—and Jumbo, the Broadway spectacle, continue to play to great crowds. Sunset Trail, the village street of half a century ago, was given a further touch of verisimilitude when a vesper service was conducted Sunday in the little chapel. The Will Rogers room and the West Texas displays in the old railroad station have been viewed by visitors from 38 States.

William Green to Speak on Labor Day

Organized labor throughout the Southwest is expected to gather at the Fort Worth Frontier Centennial Labor Day, at the invitation of the Dallas and Fort Worth central labor

Earl Reynolds Offers

You BALLY-ROLL For the Thousands of Locations

Which are available. Here are the exclusive Bally features: Full automatic—Electric—Noiseless—Free Play Light-up scoreboard—Sound effect—Cheat-proof—Nine-ball visibility—Wide target—Portable—Smart—Modern design—Trouble-proof—Veeder counter.

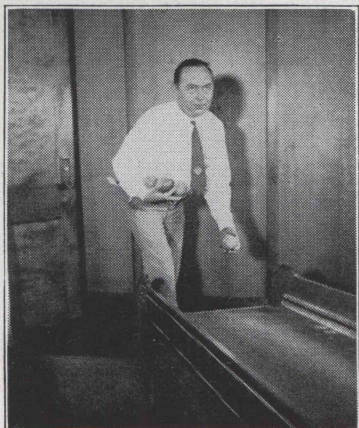
Bally-Roll is guaranteed to be 100% mechanically perfect Write or wire today for prices—don't wait. They are year-round money makers.

Jefferson Hotel
Dallas, Texas

**Earl Reynolds
Company . . .**

organizations, E. J. Boufford, president of the state building trades council, announced today.

William Green, President of the American Federation of Labor, has been invited to speak along with Governor Allred and Lieutenant Governor Woodul.



S. L. STANLEY — AUTOMATIC Amusement Co., Memphis, snapped while visiting Bally Manufacturing Company plant, where he placed a large order for Bally-Roll machines and other new Bally games.

Rock-Ola's Special News Flashes

Western is "Flying High" with their new one ball automatic payout game of that name. Operators, jobbers and distributors throughout the country have been especially enthusiastic about the outstanding features of this new Western payout game.

Flying High is available with Western's new Mystery Coin Chute. As a player inserts his coin in the Mystery Coin Chute, from 1 to 7 pigeons automatically light up. When the player shoots and the big bronze ball passes over the award on the board, it automatically lights up odds of 2 to 40 on the beautiful electric backboard. Flying High is also available with the multiple coin chute that takes from one to seven coins and about 25 cents per play.

Flying High is rigidly constructed with many Western refinements in a deluxe 24"x50" cabinet. Western's new Motor Driven Payout unit is used exclusively in this, as well as all other Western games. There is no extra charge for check separator either in the standard model or ticket model.

Flying High comes equipped with Stancor Universters, which furnish the electrical power only when the game is being played, thus effecting a great saving to the locations where the games are placed.

Inasmuch as Flying High is in full production, the Western firm promises prompt shipments on all orders received.

LOOMIS APPOINTED EXCLUSIVE WESTERN EQUIPMENT DISTRIBUTOR

"Jimmy" Johnson, owner of the Western Equipment and Supply Company announced, this week, the appointment of the Loomis Distributing Company as exclusive factory distributor for the New England States.

W. P. Loomis, the owner of the distributing company which bears his name, is one of the best known men in the coin machine field. For the past seven years he has conducted a very successful distributing business in Northampton, Massachusetts. During this time, the "Major" as he is popularly known, has made many friendships among the operators that have proven mutually beneficial. His unerring judgment, backed by years of intimate contact and thorough knowledge of the automatic business has proven invaluable to the entire trade.

Fully cognizant of the value of present day merchandising, the Loomis Distributing Company has enlarged and remodeled their salesrooms. At the present time, they have one of the largest and most beautiful salesrooms in the business.

Prominently displayed are Western Equipment's excellent line of automatic payouts which include Thorobred, Policy, Flying High, Harmony Bell and Western's Races. Although Mr. Loomis is enthusiastic about the entire line, he is especially overjoyed with Thoro-bred. According to reports received from his company, Thorobreds are being sold as fast as they are received from the manufacturer.

The Loomis Distributing Company extends a cordial welcome to all operators to visit them. The "Major" is an excellent host, and, in addition to inspecting those great Western Equipment games, Mr. Loomis promises an enjoyable visit.

the Luxury that Women Love HOTEL PRESIDENT



The little things that do so much to make one feel at home are especially evident at Hotel President. Close to all the finest theatres and shops. Splendid food in the Coffee Shop or Walnut Room. Prices most moderate.

PERCY TYRRELL
Managing Director

GARAGE DIRECTLY OPPOSITE ENTRANCE

KANSAS CITY

BALTIMORE at 14th STREET
JUST OUT OF THE NOISE ZONE



450
ROOMS
WITH BATH
from \$2.

CHARLIE CAESTECKER BECOMES SPRINGY

Charlie Caestecker, with the Accurate Spring Manufacturing Company, 412 South Peoria Street, Chicago, is so spring minded that he lifts his feet a foot and a half high when he crosses the street. But with hundreds of thousands of their company's springs in use in the coin machine industry, no wonder he is springy. As a matter of fact "Slim" can flex a spring and tell you whether it will give a marble slow motion, make it do the black bottom, or travel with the speed of a bat out of Ell. When coin machine manufacturer engineers want springs that will give action to marbles or other working parts they know that Accurate Springs will do just that. The company operates two shifts to give day and night service to manufacturers, also in filling orders from distributors and jobbers, including orders from operators they fill for replacements of trip, rebound, plunger, flags and all other types of springs. Due to the service they give and their close cooperation with development engineers, they have advanced in a few short years to where they furnish the principal supply of springs to the industry. And when you meet Charlie Caestecker, you will understand why.

Man has less courage than a woman. Imagine a man with fifteen cents in his pocket trying on seven suits of clothes.

PAUL GERBER LEAVES FOR COAST

Mr. Paul Gerber of Gerber & Glass, Chicago, left Wednesday, July 29th for Hollywood, California. Paul's mission is Hot Shot Records, made by the Novelty Recording Company.

Since the recent announcement of Gerber & Glass as Central States Distributors for these new type records, the firm has been literally swamped with orders. At the present time, the demand is far ahead of the production. It is for this reason that Paul went to the coast.

Hot Shot Records, although a distinct departure from the regular recording has already proved to be overwhelmingly popular with the public.

New and distinct types of songs, never before recorded, give the patron a big laugh in addition to beautiful and rhythmic dance music.

Mr. Gerber stated that although many operators have had to wait a short time for their records, the Novelty Record Company is increasing their production and all orders will be shipped immediately.

Wife to Hubby: 'Please don't look so thoroughly miserable. Here comes the man to whom I was engaged before I married you.'

It's easy to tell if it's a friend or a bill collector at the door. Just wait a while and if it's a bill collector he won't go away.

4 things to remember about **ELECTROPAK**

- 1 ELECTROPAK eliminates completely the nuisance and necessity of batteries in coin machines!
- 2 ELECTROPAK plugs directly into the base plug or light socket and never loses its pep!
- 3 You can buy 20 ELECTROPAKS for the cost of servicing ONE location with new batteries for 12 months!
- 4 ELECTROPAKS are now used as standard equipment by the 18 leading manufacturers! ELECTROPAKS are now available to operate on Universal AC-DC current.

**ELECTRICAL PRODUCTS CO., Inc.,
DETROIT, MICH.**

New York Office: 152 W. 42nd St.
Chicago Office: 628 W. Jackson Blvd.



CLUES

- 1 Maybe he doesn't know about ELECTROPAK.
- 2 Maybe he's a millionaire and doesn't care about money.
- 3 Maybe somebody palmed off a bootleg imitation to him—that didn't work!
- 4 Maybe—well we can't think of any more—so if you run across such an operator—wise him up—tell him about ELECTROPAK!

ELECTRICAL PRODUCTS CO., Inc.

**SHERLOCK HOLMES
or
PHILO VANCE**

Here's a real Mystery to solve:

Why should any pin game operator continue to use batteries which must be replaced at least twice a month and costs at least \$60.00 per year per location—when he can eliminate completely the nuisance and expense by using ELECTROPAK—the tried and proven battery eliminator.

6527 Russell Street—Detroit, Mich.
New York Office—152 West 42nd Street
Chicago Office—628 West Jackson Blvd.

"Queen Mary" Sails in Lead

Quoting from a statement by ROCK-OLA officials about the earning power of their new QUEEN MARY: "She is equipped with a husky and lively crew of pay table features that mean extra money for operators in every collection. Features that place QUEEN MARY as far ahead in the field of pay tables as the famous Ocean Liner is ahead of the ordinary run of boats."

An inspection of the new QUEEN MARY displays a brilliant array of fascinating features. One important feature is QUEEN MARY'S mystery coin chute. And a big \$8.00 Blue Ribbon Award pocket—making a top award of \$10.00—is certain to exert a powerful appeal.

The Billboard representative, upon inserting his first coin in QUEEN MARY, immediately found himself entirely captivated by the appeal of the game.

First, you insert your coin. You shoot. The ball rolls over score-increasing switches, down toward the row of pockets at the bottom of the field. The ball must fall into a lighted pocket to win. And excitement runs high with every ball because, with QUEEN MARY'S Mystery Coin Chute you never know which lights will go on—or how many. The lights flash and dance up and down the row of pockets—and finally settle on the winning pockets. This provides suspense and appeal that is hard to resist.

QUEEN MARY is a knock-out for looks. The cabinet measures 50 inches. It is invitingly and pleasingly decorated with dashing waves. On the colorful playing field the famous Ocean Liner is pictured pulling into port, as stated in a release from the ROCK-OLA Plant, "Loaded Down With Heavy Profits For Every Pay Table Operator In America!"

Operators will be interested to

learn that ROCK-OLA has again equipped their new pay table with both Rock-O-Pac Battery Eliminator and Batteries—and that it automatically changes over from one to the other. Operators, too, are pleased at QUEEN MARY'S new anti-tilt device that rings a warning bell for location owners.

Speaking of bell, every time a ball rolls over one of the score-increasing switches, the player is treated to the cheerful notes of QUEEN MARY'S interesting new bell sound effects.

Judging from advance orders already pouring into the Sales Department of ROCK-OLA, their new pay table is destined to become as great a success as the famous Ocean Liner after which it was named.

Full of enthusiasm over the tremendous reception given the launching of their new QUEEN MARY, Jack Nelson, ROCK-OLA'S General Sales Manager, said "QUEEN MARY is the most deluxe pay table the industry has ever known! We have gone to extremes to produce QUEEN MARY. We have always wanted to make a real deluxe 1-shot pay out machine and QUEEN MARY fills the bill perfectly—big deluxe 50-inch cabinet finished in very rich trimming. The playing field is exceptionally attractive and the playing principle holds the play. QUEEN MARY is perfect. "She" has been tried, tested, and proved on actual locations. All the "bugs" are out!"

An ambitious young man heard of the death of the junior partner of a big firm. Being full of self-confidence he hurried to the offices of the firm, whose senior partner was a friend of his father.

"How about taking your partner's place?" he asked.

"It's all right with me," said the senior partner, "if you can fix things with the undertaker."

PERMO POINT NEEDLE BIG FACTOR IN PERFECT

A small thing but of tremendous importance. What is it? No, it's not a riddle. Most operators right off the bat would say "Permo Point Phonograph Needles."

If you've never met "Art" Olson, genial president of the Permo Products Corporation, you are missing out on meeting one of the "greatest guys" in the business. Outside of being a "heluva" swell sport, "Art's" whole life, during the business day, is making Permo Point Phonograph Needles the best that money can buy.

In a recent interview, Mr. Olson stated, "Successful music operators know that the tone and reproduction of the record is only as good as the needle in the pickup head. It don't make any difference whether the machine you're operating costs a hundred or five hundred, if you put an inferior type of needle in it or use a good needle too long, your reproduction is going to be bad. Permo Point needles will render perfect reproduction for better than two thousand plays. Naturally, I believe we sell the best needle made, and on a comparative sales basis most of the music operators in the country think the same way. However, my staff of engineers are continually trying new materials and methods, searching for a still better phonograph needle. While I don't want to brag, I can honestly say 'When better phonograph needles are made, Permo will make them.' (With apologies to the Buick Motor Car Company).

SPECIAL TRADE CHECKS

Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND-SQUARE-OR OCTAGON SHAPE

100.....	\$3.50	400.....	\$ 9.00
200.....	5.50	500.....	10.00
300.....	7.50	1000.....	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

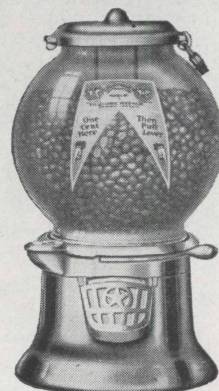
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

COLUMBUS

Model "M"

Peanut and Confection Vender



How long will your machines be productive? Why? Experiment? Eventually you will use Columbus Venders

F. C. EWING CO.

The Operator's Friend

1414 E. Lancaster—P. O. Box 851

Phone 2-8648 FORT WORTH, TEXAS

Reports from Earl Reynold's Office in Dallas, Texas

My gosh, if you want to get a thrill, get your head spinning, your mind wandering, and an inspiration to go home and get busy, just pay the office of Earl Reynolds a visit. The darn phone is ringing—about two or three of them—it is for Earl or Mrs. Reynolds or, in many cases, Bill Traylor. And sometimes, all three are engaged on the phone—socially—no—it's somebody wanting to talk about games—or what have you. The typewriters are clicking, the Gaylord fans are buzzing, and by the way, it is a mighty nice place to rest on a real hot day, for the temperature is about fifteen or twenty degrees cooler.

It looks like Earl Reynolds is sorta steppin' high since he has joined Bill Traylor in the distribution of those popular Pace ALL STAR slot machines. Mr. Traylor reports that the Pace ALL STAR is becoming very popular with the operators, and that since they have been appointed state distributor, sales have been unusually good. A number of ops have placed orders the past few days and are pleased to get immediate shipment out of the stock room at Dallas.

The Earl E. Reynolds Company is also state distributor for Groetchen's new machine, COLUMBIA. It has proven a very popular machine on the West Coast, and no doubt, will prove equally so in the Southwest.

Among the out-of-town visitors in Dallas this week were: M. A. (Speedy) Walker, a blushing bridegroom from Waco, Texas. Much happiness and pleasure is wished for Mr. Walker and his bride by his host of friends.

Guy Kincannon, also from Waco, was in Dallas. There is one thing about operators—they will help keep money in circulation by traveling about.

Messrs. Green and Price from Italy were Dallas visitors.

M. T. Dodds from Malakoff, Texas, was seen in the Centennial City.

Mr. Jack Lennox, Sr., from De-

Kalb, considered one of the old timers in the business, and as expressed by a friend, "A mighty fine old gentleman" was in Dallas recently, placing an order for some Pace ALL STARS.

This remark was made in Dallas last week. "Looks like all the operators have gone to Galveston fishing." Nothing definite, but it was reported that Russell Burns was with one party. Morris Gottlieb might have headed another, and it is prophesied that there will be some REAL fish stories told in Dallas upon their return.

It will, no doubt, be interesting to those who are not familiar with the fact to know that the Earl Reynolds Company has one of the most complete show rooms and repair shops for slot machines in the Southwest. Mr. Traylor says that besides the new machines on display, they are equipped to handle any kind of repair jobs.

Miss Ann Ware, the efficient secretary to Mr. Reynolds, spent her vacation in Colorado. Miss Ware Reports that the weather is mighty pleasant in Colorado now, but did not say definitely whether or not she saw any Texas operators there.

"Those who have hobbies rarely go crazy," asserts a psychiatrist. Yet, but what about those who have to live with those who have hobbies? —Grand Island Independent.

At the rate they're bagging their quarry, G-men eventually may be reduced to the expedient of throwing back every third public enemy.

BALLY ADOPTS NEW A.B.T. COIN CHUTE

The so-called "test" slug, most recent and most vicious of slug perils, is definitely licked by the new A. B. T. No. 400 coin-chute, according to officials of Bally Manufacturing Company, said to be the first firm to standardize on the new chute.

Discussin the "test" slug and its defeat, Ray Moloney, Bally's president, revealed how prompt action saved operators thousands of dollars. "This 'test' slug," Ray pointed out, "was the worst machine-milker ever devised, and it was being widely distributed. The minute I learned that the new A.B.T. No. 400 Chute would stop this slug, I 'phoned Walter Tratsch and placed a large order, stipulating a delivery date considerably in advance of what had been planned. I guess A.B.T. had to step on it and I know we're stuck with a large inventory of old chutes, but my one aim was to protect operators of Bally equipment against loss."

"Standardization on the new No. 400 is one of many developments adopted by Bally to protect operators of payout games. Others are the Steel-Armored Cabinet, Pilfer-Proof Payout Tube, Super-Sensitive Electric Anti-Tilt and, most recently, the 12-coin Escalator."

The new A. B. T. No. 400 chute is said to stop, not only the so-called test slug, but also cellophane, shims of various kind, and all slugs in common use. Many operators are now installing the No. 400 on all machines which were not equipped with them at the factory.

Take a TIP-JACK — For Extra Profits

FAST PROFITS
No. 1280
1200 Holes
10c Play
Takes in \$120.00
Pays out 56.50
GROSS PROFIT ... \$63.50
Also available with last 5 punches in each section free.
No. 1280FP
Takes in \$100.00
Pays out \$56.50
Gross Profit \$43.50



DEFINITE PAYOUT
No. 1285
1200 Holes
5c Play
Takes in \$60.00
Pays out 25.15
GROSS PROFIT ... \$34.85
Also available with last 5 punches in each section free.
No. 1285FP
Takes in \$50.00
Pays out \$25.15
Gross Profit \$24.85

Price (Any Number Listed) \$4.28, Each, Plus 10% Tax.

HARLICH MFG. CO. 1411 W. JACKSON BLVD. CHICAGO - ILLINOIS

WESTERN'S NEW HI-LITE MAKES DEBUT

In these days of bowling games and automatic payout tables, an old friend that has been good to practically everybody in the amusement machine business has been entirely overlooked, and that is, the straight pin table.

Repeated demands by the patrons of the Western Equipment and Supply Company for a good straight pin table resulted in "Jimmy" Johnson, owner of the firm, replying, "When I get a good straight pin table, one that is a guaranteed success for the operator, I will make it."

Well, it seems that Mr. Johnson did exactly as he promised to do.

This week the Western Equipment and Supply Company announces the production of a deluxe new straight light-up pin table called, New Hi-Lite.

Packed with exciting thrills that has proven tremendously popular with the player, New Hi-Lite incorporates many new features and all of the outstanding features of coin operated equipment. New Hi-Lite depends almost entirely upon the

player's skill. The playing field is alive with fast action. There's real excitement to each of the nine balls the player shoots.

The New Hi-Lite is a very beautiful game. It is encased in a sturdy colored cabinet which is twenty inches wide by forty inches long. The playing field is unusually attractive with bright shining chrome fittings. The backboard is modernistic in design to coincide with the design of the cabinet.

Hi-Lite is available with a payout register at only a slight additional charge.

Mr. Johnson stated that this great nine ball game is ready for immediate delivery.

30-DAY SALE ON RELIANCE DICE GAME

A saving of \$27.00 per machine is represented in Bally Manufacturing Company's 30-Day Introductory Offer on the new "8-PAY" RELIANCE Automatic Payout Dice Game, according to an announcement recently released.

"Reliance," says Jim Buckley, Bally sales manager, "was one of the stand-out hits of the Show last January, and ever since that time it has been a real money-maker on location. But sensational as Reliance collections have been in the past, operators report 50 to 75 per cent increased profits, with the new "8-PAY" Model, which pays 8-to-1, instead of 4-to-1. Our 30-Day Introductory Money-Saving Offer is being made in place of an elaborate advertising campaign, and the savings passed on to our customers. Operators can save \$27.00 per machine by ordering before the Special Offer expires on September First!"

HOT TIPS ON BRUNSWICK RECORDS

By ART SATHERLEY
Brunswick Record Corporation

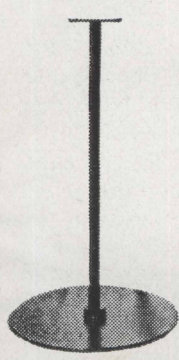
Brunswick scores again! With Fred Astaire and Johnny Green—the greatest musical combination on records and stars of the Packard Radio Hour—dancing, singing and playing the hit songs from Astaire's forthcoming picture "Swing Time." The New York Daily News' columnist, Ed Sullivan, reports "they sneaked a preview of the Fred Astaire flicker a few nights ago—it is the grandest thing he's ever done, and the Jerome Kern score is somethin' . . ." Be on your toes for the demand for Astaire's records. They are: 7716—A Fine Romance—FT; The Waltz In Swing Time—Waltz. 7717—The Way You Look Tonight—FT; Pick Yourself Up—FT. 7718—Never Gonna Dance—FT; Bojangles of Harlem—FT. All from "Swing Time."

There are two items that you cannot afford to overlook on Vocalion: Billie Holiday and her Orchestra; and Erskine Hawkins and his 'Bama State Collegians.

Billie Holiday, you will recall, is a young colored girl who was first introduced by Brunswick as vocalist with Teddy Wilson's Orchestra. Immediately a hue and cry arose for MORE of Billie's unusual voice and her original and swingy way of putting over her songs.

To satisfy, therefore, the insistent demands of coin machine operators from all over the country, Brunswick invited a number of top-notchers among "hot" musicians to make records with Billie under the Vocalion label.

The "cats" who turned out this



IRON STANDS
FOR PEANUT
AND BALL GUM
MACHINES

PRICE
\$1.35 Each

F.O.B. Fort Worth
Shipping Weight
20 Lbs. Each

F. C. EWING Co.
The Operator's Friend
1414 E. Lancaster
P. O. Box 851
FT. WORTH, TEX.



PHONOGRAPH OPERATORS 60 Record Carrying Case

**The Carrying Case that Protects Records and
CUTS YOUR SERVICING TIME IN HALF!**

An Immediate Hit With Every Operator

SPECIFICATIONS

- 1—Carries 60 records without breaking or warping.
- 2—Built of heavy gauge metal to last a lifetime.
- 3—STRONG HINGES.
- 4—Comfortable Leather Handle.
- 5—STRONG Lock.

**ORDER SAMPLE TODAY—For Immediate Delivery
YOU must be satisfied—or your money back!**

PRICE ONLY
\$3.95
EACH

1 or 1000
One-third Deposit
Balance C.O.D.
F.O.B. Greenville,
North Carolina

**MCCORMICK MACHINE CO. GREENVILLE
NORTH CAROLINA**

platter are among the best known swingsters in the country. They are: Joe Bushkin, piano; Cozy Cole, drums; Pete Peterson, bass; Dick McDonough, guitar; Bunny Berigan, trumpet; and Art Shaw, clarinet.

Such a combination—white and colored—will excite the whole country. Plus BILLIE HOLIDAY, the records will be worn white! They are: 3276—No Regrets—FT; Did I Remember — FT — From "Suzy." "Porgé and Bess"; Billie's Blues—3288 — Summertime — FT — From FT. Don't miss them! Your hot dance and colored locations will go wild about them!

Ersine Hawkins, the other new name Vocalion offers you this month, and several of his likewise musically-minded fellow-students at Alabama State College banded together and drifted to Harlem about a year ago. During that time, these young colored players proved a sensation among the Harlemites who are quick to "thumbs down" an entertainer or a musician if he hasn't got what it takes. Watch this band. It's so hot, it sizzles! Their records are: 3280—Until the Real Thing Comes Along—FT; I Can't Escape From You—FT—From "Rhythm On The Range." 3289—Without A Shadow Of A Doubt—FT; It Was A Sad Night In Harlem—FT.

And while we are discussing Vocalion records, we wish to call your special attention to the latest record by those rascals, the Sweet Violet Boys. 03281—Hinky Dinky Parley Voo—Part 1; Medley Of Bar-Room Songs. "Hinky Dinky Parley Voo" is even greater than that wow of a novelty "Sweet Violets." Be sure to play it over privately. The "Medley of Bar-Room Songs" includes "Hail, Hail the Gang's All Here!"; "For He's A Jolly Good Fellow"; "Ach, Du Lieber Augustine"; "Sweet Adeline"; and "We Won't Go Home Until Morning."

By now you must be snowed under with requests for the new craze that's sweeping the country; 'Knock, Knock, Who's There?' Melotone offers you the original version of this musical game, played by its composer Vincent Lopez on record No. 6-10-05. Use the record in teaching your patrons how to play the game. It's fun and it's bound to put parties in good humor. Everywhere you go, any time of the day or night, among youngsters or oldsters, somebody is playing this game. It is coupled with "Sing, Sing, Sing." Don't be caught napping!

Rudy Vallee—the greatest showman in the country—and his Connecticut Yankees have also recorded some of the hits from Fred Astaire's new picture "Swing Time." They are: Melotone Records No. 6-10-10—A Fine Romance—FT; The Waltz In Swing Time. 6-10-11—The Way You Look Tonight—FT; Bojangles of Harlem—FT.

The Hoosier Hotshots go to town on 6-10-51—Bye Bye Blues; Take Me Out To The Ball Game. The latter number was popular during the youth of many an old timer. It's a good warm weather number and its interpretation by the famous Hoosier Hot Shots will create an ever great demand for this record. A-1 for hill billy locations.

ROCK-OLA'S "CREDIT" GETTING BIG RECEPTION THROUGH-OUT COUNTRY

From all parts of the country come comments and reports on the tremendous popularity of ROCK-OLA'S new 1-shot pay table CREDIT.

After looking Credit over and playing it for some time, it is easy to understand why this new pay table is such a nation-wide success. Credit has a brilliant array of exciting money making features. As soon as you play Credit, you immediately recognize the fact that the game is very cleverly designed with one important factor in mind—and that is to make it look exceptionally good to the player. Everything about the play on Credit is in the player's favor.

There is, for instance, the big, wide-open double score pocket at the top of the field which returns the ball for a free play—and which automatically doubles the value of every pocket on the next shot. This gives Credit a big top award of \$5.00 which continually urges the player to keep on playing.

Then there is Credit's ingenious device which automatically credits the player with \$5 for every lost ball. Thus, when the player loses 9 balls straight, Credit automatically

pays him \$50. If, after losing 9 balls in a row, the player makes the double score pocket on his next shot, he gets another play. Then, if the ball is lost, this makes his 10th straight lost ball and he automatically collects \$1.00 instead of 50c.

Adding to Credit's appeal is the unusually brilliant playing field and cabinet — colorfully trimmed and decorated with plenty of eye appeal. Credit also has lights that flash on every time the player receives a 5c credit and every time the ball goes into the double score pocket.

Prisoner—"Judge, I don't know what to do."

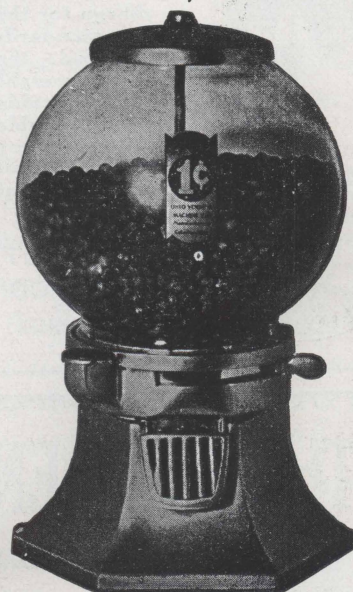
Judge—"Why, how's that?"

Prisoner—"I swore to tell the truth but every time I try some lawyer objects."

"So you are building a new house, eh? How are you getting along with it?"

"Fine. I've got the roof and the mortgage on it, and I expect to have the furnace and the sheriff in before fall.

OHIO MODEL, No. 50-A



Ohio Vending Machine Co.
Columbus, Ohio

Everybody Knows

ELECTROPAK Eliminates Batteries and ELECTROLOK prevents pay table cheating. Everybody should also know that only genuine ELECTROPAKS are GUARANTEED to do their job efficiently. Why should YOU be satisfied with bootleg imitations?

ELECTRICAL PRODUCTS CO., Inc, DETROIT, MICH.

New York Office: 152 W. 42nd St.

Chicago Office: 628 W. Jackson Blvd.

A.B.T. MANUFACTURING COMPANY INTRODUCES NEW NO. 400 COIN CHUTE

The new A. B. T. No. 400 Coin Chute incorporates features entirely unique with these devices. It has been made purposely to eliminate the use of slugs, shims and thin probes of metal as well as slotted or keyed slugs. In fact, the new No. 400 coin chute has been devised to prevent practically all other methods of fraudulent play which has been brought to the attention of the A. B. T. Manufacturing Company. All of the excellent features which have made the famous No. 310 Visible Coin Chute the greatest selling device of its kind ever manufactured, have been retained, plus new features which makes the new No. 400 the absolute latest in coin chute design. Special "dogs" have been especially added to prevent the use of thin coins, probes of thin metal and paper slugs. A special extra heavy duty magnet made of Tungsten Man-

ganese Steel is so located that the full strength of its magnetic flux is employed for steel slugs at a point most effective. This provides absolute protection against the use of steel slugs. A new cross bar is now featured in the No. 400 chutes which absolutely prevents the jamming of coins falling from the visible aperture if the machine is lifted or tilted. A reinforced bracket has been incorporated in the new chute in order to add strength to the slide and prevent bending. The slide itself is constructed of heavy brass, permanently nicked. It is sturdily designed to give the absolute maximum of service. A new added refinement is the Finger Grip, which provides a powerful first finger and thumb grip for easy pushing of slide after coin is placed in hole. This is a feature which will be most appreciated by players and operators alike.

The new A. B. T. No. 400 Coin Chute is a marvel of mechanical design and construction. This chute operated over 500,000 coins played into it on a test run without a single failure.

The new A. B. T. No. 400 Coin Chute is so made that two holes are drilled into the detector slide for easy installation of a check separator. The new No. 400 is also available in an escalator model. Six coins are visible in the escalator and one in the coin chute proper. A cover can also be furnished to cover coins if desired. The new No. 400 Coin Chute with the escalator attachment also acts as a check separator.

In announcing the new No. 400 Coin Chute, the A. B. T. Manufacturing firm states that this new chute is of the same size as the former No. 310 model, and therefore

no changes will be required in your present cabinets. The installation can easily be made in a few short minutes by any operator.

Manufacturers are now featuring the A. B. T. No. 400 Coin Chute in all of their games as standard equipment.

GROETCHEN ANNOUNCES NEW COUNTER GAME

Realizing that a counter machine must be different and new in design and play, Karl Klein of the Groetchen Tool Company announces a new counter machine, High Stakes.

The reels on this spectacular counter machine are unique and entirely different from any other which has been produced up to date by any firm. The idea for the reel strips was developed by the Groetchen firm and has been copyrighted so that the feature may be fully protected.

Leading distributors who have been privileged to preview Groetchen's High Stakes have been quick to acclaim it the cleverest, most appealing counter machine they have yet seen. Everyone has been outstanding in their praise for the attractiveness of High Stakes. This machine is housed in a beautiful streamlined green wood cabinet with a most artistic orange trimming. A steel engraved escutcheon on the frontal piece depicts an actual horse race scene.

Karl Klein says that before this firm announced to the trade in general that High Stakes was ready for delivery, he had 300 of the first machines placed on test locations in a middle west city. The profit reports from those machines on test were absolutely astounding. They far exceeded even his fondest expectations, Mr. Klein stated. Not one of the 300 machines on test encountered any mechanical difficulty, and all locations reported to the operators who were making the test for the Groetchen firm that they were exceptionally well pleased to have such a profitable and handsome amusement device on location in their stores.

High Stakes counter machines are being turned out by the hundreds at the Groetchen firm daily, and Karl Klein reports that even this time production will soon have to be stepped up to keep up with enormous demand which has already arisen for this machine.

LITTLE NUT TYPE C TWIN



for the price of two machines, no charge for the floor standard; will stand the weather; weight 25 lbs.; double play and double pay on every spot — the best money maker of today.

**LITTLE NUT
VENDOR CO.**
Lansing, Mich.

The "GOLDEN" Bargain Board

Takes in \$80.00, Pays Out \$41.00

PROFIT \$39.00

Thick board, completely sell-out, counterfeit-proof numbers

Sample, \$2.50 Prepaid. Remit with order.

Quantity Discounts to Jobbers and Operators

C. CHARLE & CO.

303 South Side

Springfield, Mo.



Pick Up an IDEA!

and KEEP IT UP!" That's what operators thought. But Tycoon, the old maestro, thought differently. Now seven months after first introduced, it is piling up bigger earnings than ever before, sweeping aside all competition and performing with brilliant mechanical efficiency.

Here's a letter, typical of scores we receive daily that throws this new light on Tycoon. PICK UP THE IDEA?

"I have been operating Tycoons for several months, and frankly I have never had a machine that makes the money, and one that lasts as long on locations. I think I have had one of every machine manufactured, but it seems after the second week, people just don't play them, and I can never get the original cost out of the damn things. I think I had the first Tycoon that ever hit this section, that was about five months ago, the same machine is in the original location and still going strong.

"Some several months ago I tried out one of the ——against the Tycoon. It's true that the ——got one hell of a play, but there never was any money in the cash pan, but the old Tycoon always showed a profit. Since I had a pump installed, I have never had a trouble call. And these machines were of the first lot!"—H. G. Williams, California

The idea centers around a magic word of six letters T-Y-C-O-O-N. It's a pin table—a real pin table specializing in skill and amusement, yet it's the fastest, most important coin operated machine to appear in recent years.

Tycoon was first introduced to operators in January, 1936, and many thought it was just another pay table—good for a short run, but destined to take a back seat as soon as any new good table came out. *They got the surprise of their lives.* They never saw such heavy cash boxes as Tycoon produced the first few weeks it was running, but the big surprises came later.

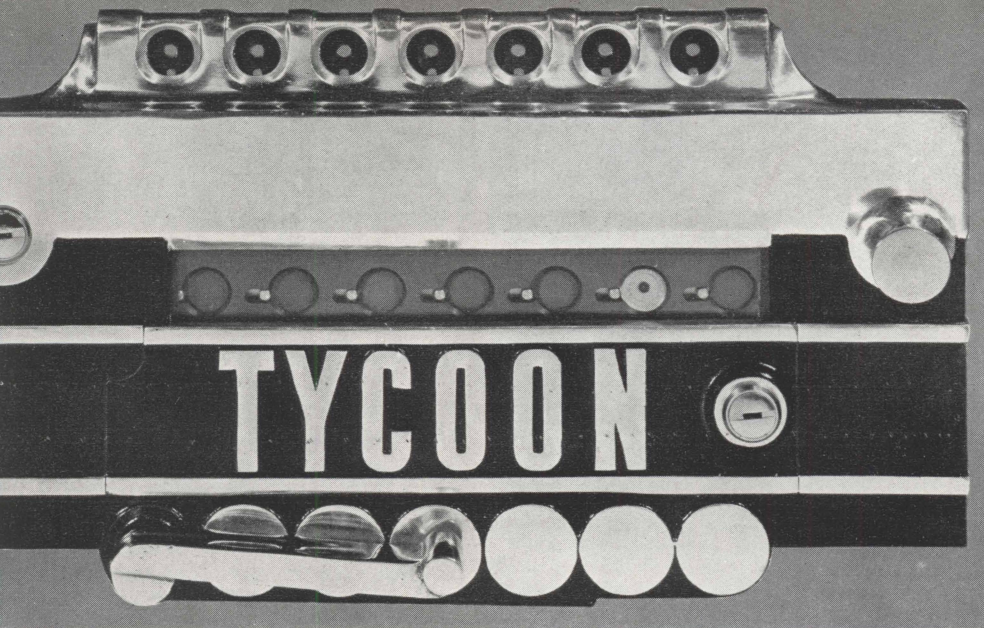
They kept asking: "When will this gold mine stop? No mere pay table can run month after month with intakes of \$100, \$200 and sometimes more a week

MILLS TYCOON

The Coin Head with 7 Separate Slots!

A greater money-maker than the fabulous Dewey of early coin machine days! A dependable machine with absolutely unchanging player appeal, like the incomparable Mills Mystery Bell! Yet a table that can operate in territory where skill is absolutely demanded, for Tycoon odds are determined *by the way the player shoots the ball!*



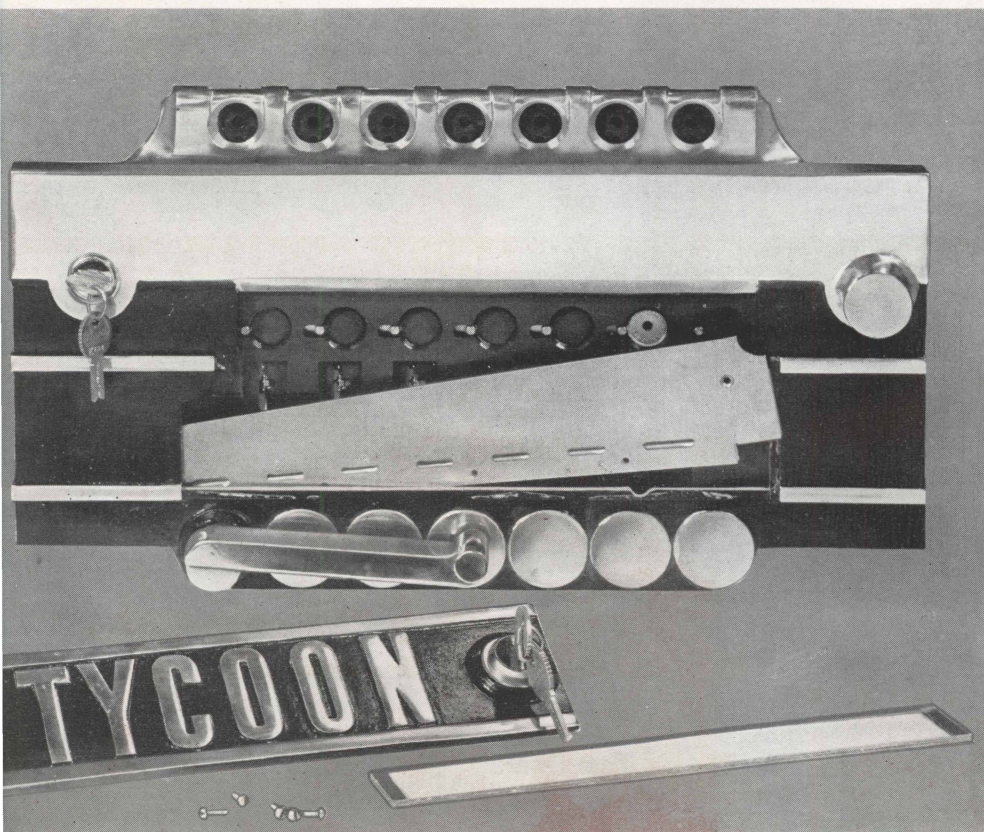


New Front Door Entry to Coin Mechanism. Note 7 Window Visible Chute and Special Heavy Lock on Door

It's Brand New!

Revised—Improved—Perfected

The great seven-way coin chute and simple selective rules of the game make Tycoon the money-making wizard it is. Due to the tremendous play it gets and its enormous intake, we have been asked by operators to *simplify the coin traffic*, so that it can take in even more money than now does, with fewer interruptions. So we have added these brand new features which you will appreciate:



Coin Channels Can Be Cleared in a Few Seconds Simply by Removing Front Door and Releasing Coins

New coin chute pump makes chute operate more slowly; prevents coins from jumping up and jamming.

New front door on coin chute allows operator to open up the chute from the outside and clear coin channels in a few seconds' time.

Bent coin release key is a device which is left with storekeeper; using this device he can operate mechanism (without getting a payout, however) so as to release instantly any bent or imperfect coins or slugs.

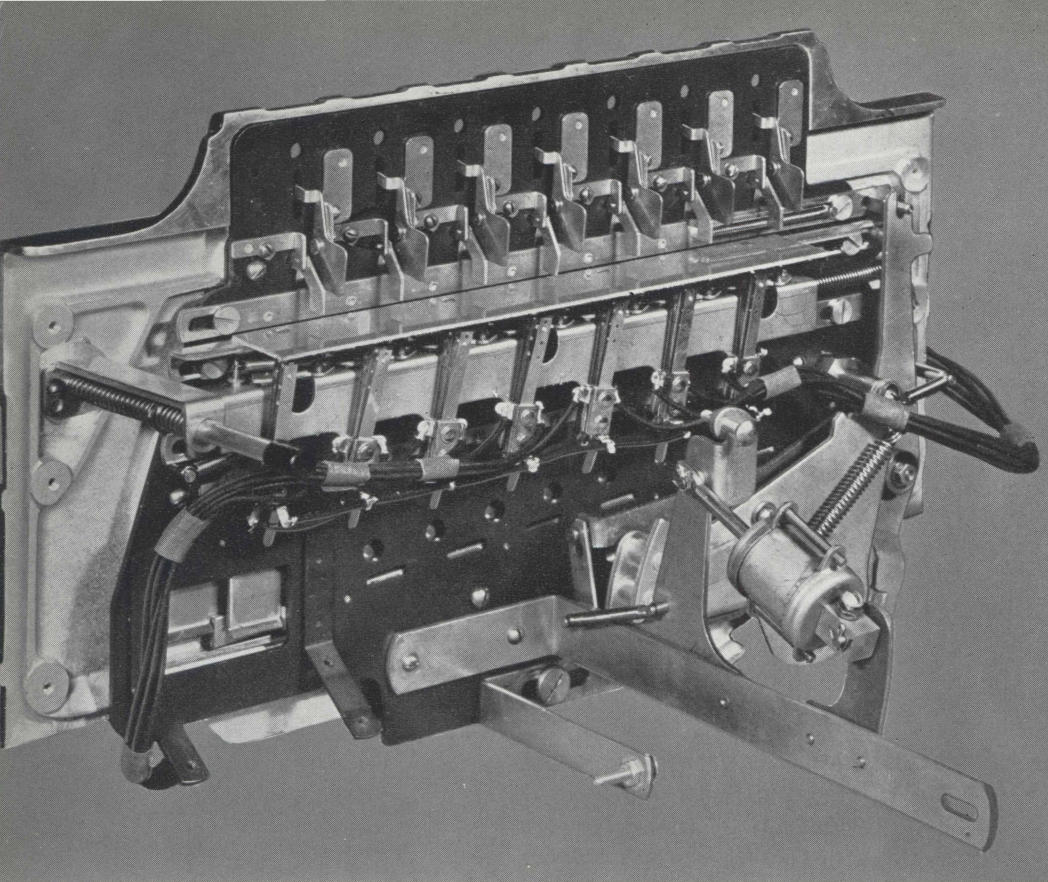
New Tycoon WHITE checks are distinguishable from regular brass checks at a distance of thirty feet, through coin detector window. If your machines are set for check play, ask for WHITE Tycoon checks.

Seven can play it at once! Its maximum intake is 35c per play, 2 plays (70c) per minute, \$42.00 per hour. This is the theoretical maximum. There have been instances where Tycoon has taken in ALMOST this much in a single hour.

Finger push coin bar drops all coins at one time! No re-shuffling of board necessary.

Clear white birch playing panel.

Check separator is a part of every machine. On cash machines, separators and mounting screws are supplied free of charge. State whether you want your machine set for cash or check play.



Back View on Mills New Improved Tycoon Coin Chute. Note Pneumatic Pump Handle that Prevents Too Fast a Play Which Would Cause Jamming

Selector lights controlled by slot in which player puts coin.

Odds lights controlled by channel through which player shoots ball.

Payout drawer invisible; easily accessible.

Champagne colored felt acts as dust seal.

Anti-clogging coin chute holds the second coin up till first coin is played.

Striking color display in coin chute casting. Last 7 coins played are visible.

Solid birch—hand-rubbed satin finish cabinet.

Positive automatic ball lift.

Positive coin slide fills tube immediately, prevents draining.

Cabinet design—dignified streamline. Colors: Black, green, natural birch and maple.

Hard maple—unbreakable legs.

Pins—tempered music wire pins; not common nails as found on other tables. Also music wire spiral springs and tempered clock whip springs.

Polished aluminum channel walls, odds light window frame, and selector lights.

Machine easily set up in 6 minutes!

Easily transported! Tycoon can be carried in passenger cars; trucks if needed.

A.C. PACK \$5.00 EXTRA

D.C. PACK 7.50 EXTRA

All Pack equipped machines supplied with 25 feet of extension cord with male and female plug. Non-cheatable electric lock. An electric current cost of 10¢ per day should cover a 10-hour play period! Plug doesn't have to be pulled out at night. The modern way to operate

Pick Up an Idea! Make Every Location a Tycoon Location

Mills Novelty Company

4100 Fullerton Avenue, Chicago, Illinois

ATLAS NOVELTY DOING BIG SYMPHONOLA BUSINESS

"Like a duck takes to water," was "Phil" Greenberg's reply to a query as to how music operators like the Seeburg line of High Fidelity Symphonolas.

Mr. Greenberg is manager of the Pittsburgh branch of the Atlas Novelty Corporation. This aggressive organization, in addition to the Pittsburgh branch, have their main office and display rooms in Chicago.

Mr. Greenberg is especially enthusiastic about the Seeburg High Fidelity Symphonola line. "It's no effort at all to sell the Symphonola. All I want is a music minded operator and the rest is easy. After I show him the beauty of the deluxe cabinets with their matched walnut veneers and then explain the simplicity and reliability of the mechanism, all I have to do is play a few records and if the other features of the Symphonola don't sell him, the true tone reproduction does.

"My observation has been that almost daily, there are more and more operators becoming interested in automatic phonograph operation. While there is a lot of "fast money" operating other types of equipment,

the operator has come to regard the automatic phonographs as the type of equipment he can always rely upon for a consistently substantial income.

"Although good business judgment prevents me from telling the exact number of Seeburg Symphonolas we have sold, I am frank in saying our volume is positively astounding. The Atlas Novelty Company has built an enviable reputation for selling automatic equipment that will yield a good profit to the operator. As distributors in this territory for Seeburg Symphonolas, we further back up our reputation by offering the finest coin operated phonographs made."

STANCOR APPOINTS CARRINGTON SALES MANAGER

Jerome J. Kohn, president of the Standard Transformer Corporation, announces the appointment of Mr. Eugene Carrington as General Sales Manager.

Mr. Carrington comes to the Stancor firm with probably one of the finest backgrounds in the radio and radio parts business.

For the past six years, Mr. Carrington served as Divisional Sales Manager of the Utah Radio Products Company. Previously to being connected with the Utah Products Company, Mr. Carrington was Sales Manager of Silver-Marshall, Incorporated, in which capacity he served for five years.

"Gene," as he is intimately called, enjoys probably one of the largest followings in the radio business. His friendships extend throughout the length and breadth of the country.

Although new to the coin machine business, a prophesy that he will become one of the most popular men in the field will not go amiss.

Mr. Carrington will be in charge of Univerter sales in the distributors' and jobbers' division.

Operators, jobbers, distributors and manufacturers are cordially invited to visit Mr. Carrington at the main office and plant of the Standard Transformer Corporation in Chicago.

A trip through the large Stancor plant will prove very interesting. Mr. Carrington will explain each and every operation that goes into making Stancor Univerters the finest battery eliminators offered to the trade.



THIS IS THE FRONT VIEW OF HARRY AND BUDDY'S ORIGINAL PLAYHOUSE IN DALLAS. It's the only one of its kind in America. The proprietors are H. I. Drollinger and his son Buddy. Mr. Drollinger is well known to the fellows over the entire U.S., and his son is a very likable young fellow who will be able to relieve Harry of any worries of managing the new playhouse. Their equipment consists almost entirely of Roll-A-Ball games of the different makes, Mr. Drollinger states. Coupons, issued with every game, are redeemed with merchandise. The Playhouse has a bar, shine parlor, Wurlitzer phonograph, and plenty of play room.

ROCKOLA REMINISCENCES

The very congenial owner of the Capitol Automatic Music Company, Inc., New York City, Mr. Sam Kresberg, was recently reminiscing of the "good old days." Perhaps, not so "good" as "old."

Mr. Kresberg was recently recalling the old times in a write-up he sent to the "ROCK-OLA ROCK-ETS," the weekly house organ of the ROCK-OLA Manufacturing Company, and among the amusing things related by Mr. Kresberg, the following are a few of the most interesting and entertaining.

"When I was about seventeen years old, at the time I started with a competitor, my former boss, at present associated with me, handed me a very hot lead. Well, after breaking my neck to get out to the prospect, my heart almost split in half when I discovered that the man didn't have electricity in his place, to run the piano."

"However, Mr. Cohen the proprietor of the old saloon, after listening to my explanation, politely took me by the arm and led me to a room where he had an old-style telephone. Said he: 'So, vot's de madder? Can't you konnect it to the telephone, dot's got electric in it!'"

Here is another one Mr. Kresberg recalls to our amusement:

"In the old days, the automatic pianos had mandolin attachments. Then, just as today, we held the keys to the instruments, as operators, to be sure of our minimum. One day, I sold a little Jewish woman, out in

Newark, New Jersey. One time, when I happened to be out there, she asked me to wait a few minutes; she ran out into the street, and at the top of her voice, yelled for Jakey, her little son, to come into the store. Jakey, a dirty little six-year-old, arrived upon the scene, and was introduced to me."

"Mr. Piano Salesman, you see my little son Jakey here. Well I want you should do me a favor. He is taking lessons by the mandolin teacher. I should like to ask you to please leave by me the key to the piano so Jakey can take out the mandolin when he wants to practice."

"The 'mandolin attachment' was, of course, really nothing more than a leather strip with metal buttons which created a mandolin effect when they came in contact with the piano hammers." Here is another actual, truthful happening, of a more recent vintage, as recalled by Mr. Kresberg:

"Strange as it seems, at last a location owner has had the better of an operator. It happened like this. A competitive operator cut in on a ROCK-OLA location, with the statement that his machine would earn more money in three days than a ROCK-OLA could in a week. He practically forced the machine on the location owner, who let him install it for a trial, ust to get rid of the operator. Well, the location owner cut off the machine, and it was never played. A week later, the operator arrived, opened the box and took out \$26.00 in change, and handed half to the location owner."

"The coin box had been 'stuffed,' to 'prove' the earning power of the competitive machine. Well, the operator got thrown out on his ear, and the machine followed soon after, but the \$13.00 stayed right behind with the location owner."

The next time you happen to run into "Sam" Kresberg, just get him started reminiscing on some of the old experiences of the "automatic piano days," and he will have you in stitches ala Willie Howard.

As reported exclusively in last week's issue of Billboard, B. D. Lazar, has opened an office at 620

Spring Garden Street, Philadelphia, Pennsylvania, and already he has booked orders for more than 500 Phonographs from operators around "Philly."

Bill Beazley has converted his 45-foot Wheeler Cruiser into a ROCK-OLA Delivery Service. Every once in a while, this cruiser can be seen through the gray morning mists of the Potomac River, headed out to sea with a cargo of ROCK-OLAS for operators at Southern points. "Bill" is also very lavish in his praise of business conditions in Washington, D. C. and has been experiencing greatly increased orders for ROCK-OLA Multi-Selectors. In fact, the month of July was Mr. Beazley's biggest month of orders secured, since the year of 1929.

Business, in general, at the big ROCK-OLA plant continues to increase by leaps and bounds and the factory is still working night and day to keep up with the continued rush of ROCK-OLA Multi-Selector Phonograph orders.

THOROBRED NETS TWO HUNDRED DOLLARS IN 3 DAYS

"I want forty more Thorobreds," was the excited and resounding shout that shocked the office force and sent "Jimmy" Johnson, owner of the Western Equipment and Supply Company, running out of his office. There, at the entrance to the offices stood an old distributor friend of Mr. Johnson's.

The reason for the boisterous shout was later explained by the distributor as follows:

"The operators in my territory are ust about driving me nuts for more Thorobreds. Never, not since I started in this business many many years ago, have I seen such a strong demand for a machine selling in the upper price brackets. Naturally, I hear a lot of exaggerated stories, so when I heard glowing stories about your Thorobred, I decided to check up for myself. I went out with one of my customers on a collection trip. Well, my eyes ust about popped when I saw him unhook that Thorobred duck canvas bag and collect sixty-eight dollars and seventy cents for the one day. He told me that with this collection the total was two hundred dollars for the past three days. I tell you, Jimmy, it almost makes me feel sorry I'm a distributor. With a machine like Thorobred, I guess it's the operator who basks in the sunshine."

PHONOGRAPH OPERATORS

The improved 2000-play VEL-VETONE needle doubles the life of records, and outlasts all ordinary needles.

Write for Full Information

L. E. TURNER

1229 Park Row Bldg.
NEW YORK, N. Y.

The Last Excuse is Gone Now....

Up to the present, D. C. locations still had to use batteries. Now the ADAPTOPAK (Universal AC-DC-ELECTROPAK) removes the last reason for using batteries because it works equally well on D. C. (Direct Current) and A. C. (Alternating Current.)

ELECTRICAL PRODUCTS CO., Inc., DETROIT, MICH.

New York Office: 152 W. 42nd St.

Chicago Office: 628 W. Jackson Blvd.

CHICAGO

COIN MACHINE

COMMENT

By **W. C. DILLON**

Automatic World Representative

185 N. Wabash

Telephone State 8971

When Mr. F. F. Rowell, Sr., president of the Guardian Electric Manufacturing Company of Chicago, decided to throw an August party out at Bunker Hill Country Club for a hundred and fifty guests; one where summer heat, troubles past present and future could be forgotten, he got lightning reaction. The industry's officialdom was there, yes and HOW—in fact 'twas said the last car was yodeling in competition with barnyard cockerels, when they were being poured into their cars at the crack of day.

Along with refreshing exhilarates luncheon was served during the noon hour. Thereafter sixty golfers began lining up at the first tee, "cock-eyed," possibly, but rarin' to go.

With a commercial sound movie machine trained on the take-off, together with Happy-Hi-Ho (Walter J. Matz) America's greatest clown

"Cop," pulling every stunt known to produce a golfer's goat, along with the "hot shots" from the gallery, gave the players such a case of the Hebie Jebies that they did not know whether to swing at the ball or to kick it. Lou Koren blew up so completely that it took him sixteen shots to reach the first hole.

Dave Gottlieb went off balance when the "Copper" shot his rear extension and lifted the turf down to the angle worms, the ball going up in the air directly over his head.

Jimmy Johnson was cut up by Scotch Rabbi C. B. McClellan before being admitted to his foursome—a 16 inch knife was required on Jimmy's tough skin.

When Meyer Ginsberg whammed at his ball which had been switched by the "Cop," it broke into a thousand pieces. The resultant indignation caused him to swallow his Adams

apple; it required three highballs for him to recover it.

Public address loud speakers were located so they covered all of the eighteen holes of the course. Razzing of the players resulted in overworked attendants at the refreshment oasis located in the proximity of the 8th and 17th holes. As a matter of fact the razzing coming from whence no one knew, brought them in with blood in their eye looking for the hombre that had raised hell with their game. And could they be blamed; especially Jack Rose who was tied with Dave Gottlieb after a hard fought battle, at the 18th hole, when a wise crack from the "mike" (this time by F. F. Rowell, the host) extracted his reserve nerve, causing him to muff an easy finish, and Dave won. Later in the locker room he insisted from low base to falseto tenor that he could beat him—but



BIG DOIN'S AT THE GUARDIAN PARTY. OUR CHICAGO REPRESENTATIVE, W. C. (BILL) Dillon, who sees all, knows all (???) sent these pictures of that swell affair. In the pictures: Top left, left to right: Charles Caestecker, Ray Moloney, F. F. Rowell, Sr. (Host), Russ Weldey (singing accordeonist), Bill Dillon to right of cop. Top Right, left to right: Dave Gottlieb (hat in hand) and Meyer Ginsburg (teeing off). Bottom Left, left to right: Dave Gottlieb (at mike), F. F. Rowell, Sr. (host; teeing off), Jack Rose (leaning on club back of Rowell). Bottom Right, left to right: Jack Russell, Jimmy Johnson, Ray Moloney, Charles Caestecker, and H. N. Harris.

THREE KEENEY PLANTS NOW MAKING BOWLETTES

As they say in Hollywood, "Bowlette is Colossal! Gigantic! Tremendous!" So much so that the J. H. Keeney and Company now has three large factories concentrating solely on the production of their Bowlette, bowling type skill game.

The assembly of the various mechanical units is done at the J. H. Keeney and Company factory No. 1, which is the original Keeney plant. Besides taking care of the assembly of these units, factory No. 1 must also turn out its production quota of 21 complete Bowlettes a day. Factory No. 2 which has been in operation for the past few weeks is now running off from 50 to 60 Bowlettes a day, and the new larger No. 3 plant will soon reach the production of 75 Bowlettes daily.

All these manufacturing facilities have made themselves absolutely necessary because of the spectacularly nation-wide demand for Bowlette. This unusual activity has been further prompted by the J. H. Keeney and Company's desire to get games out in a large volume order to assist operators to get their bowling type games on location as soon as possible. Bowlette orders so far during the current week total over 1200 games. One Texas order in itself totaling 250 games; another order from Wisconsin called for 200 games, a third order from New England for 100 Bowlettes, and hundreds of others for sample games. Many repeat orders of 5, 10 and 25 at a crack have also been received, attesting to the worthiness and profit making ability of the Keeney firm's Bowlette.

A most important feature of Bowlette is the Keeney developed electrical scoring mechanism used exclusively in this game. It is of a super deluxe size, designed and made with the sturdiness of battle-ship construction, it can withstand 24 hours of continual 90-games per hour play, day after day, week after week, month after month. One look at this mechanism will instantly convince the operator that it will stand up and live up to the high claim of

In order to assure a dependable, the Keeney firm, steady flow of electrical power, for the operators of Bowlette, the Keeney firm uses a specially designed Stancor Univerter power pack.

Again and again operators have congratulated the J. H. Keeney and Company on the Twin Meters which

have been installed in the cash box drawer in Bowlette. This pair of recording meters accurately registers the total play, as well as the number of winning scores. In this way, the operator can check up on his receipts and may accurately reimburse the location for rewards that may have been given for skillful play.

The coin chute installed for Bowlette instantly releases all of the 9 balls on the one insertion of the coin chute. This eliminates any possibility of the slot reverting back to position with some of the balls still remaining in the return trough or runway. The 12 coin escalator prevents slugging of Bowlette. This is affected by the constant illumination of the escalator itself.

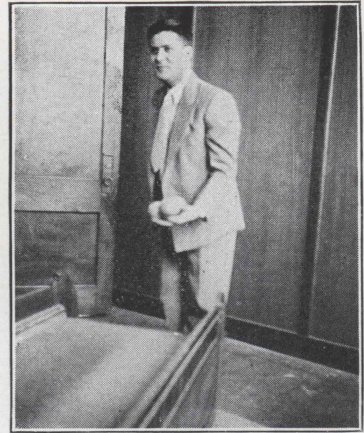
Bowlette is of 3 section portable construction in order to facilitate assembly. Because of the 3 section construction, Bowlette is also very easy to handle in setting it on location. Once installed, Bowlette will be absolutely trouble-free and the operator need only visit it when he makes his collections.

JOE ABRAHAM VISITS ROCK-OLA PLANT

Youngstown, Ohio—Joe Abrams, J. M. Novelty Company, Youngstown, has just returned from a trip to Chicago.

Officials at the ROCK-OLA plant in Chicago have divulged some information as to the mission of Joe's trip. While at the ROCK-OLA plant, this report states, Joe placed an order with the ROCK-OLA Furniture Department for one of these chairs that have a hole cut in the seat. According to the report, Joe did not ask for immediate delivery of this piece of furniture, but requested that it be held until the need for it was more urgent at the Abrahams' home.

That isn't all that Joe Abraham took care of while at the ROCK-OLA factory. According to Joe, he got an advance look at ROCK-OLA'S new TOM MIX RADIO RIFLE, and to say that Joe is enthusiastic about it is putting it far too mildly. "I think it is the greatest opportunity



ROY BAZELON, OF MONARCH Coin Machine Co., Chicago, says he has outgrown his title of "World's Smallest Distributor" and adds that he is certainly one of the world's biggest boosters for Bally-Roll, popular "bowl-a-ball" game built by Bally Manufacturing Company.

in all coin machine history!" said Mr. Abraham. "And I believe that the ROCK-OLA Manufacturing Corporation should have the deep appreciation of the entire industry for the tie-up they have made with a character and personality as famous and with such a fine reputation as Tom Mix. It is obvious that ROCK-OLA is looking out for the interest of the operator by spending this extra money to give their product this marvelous added appeal!"

Mr. Abraham states that, while at the ROCK-OLA plant, he placed substantial orders for ROCK-OLA'S new bowling game ROCK-O-BALL, as well as their great TOM MIX RADIO RIFLE.

A quart of buttermilk always looks sort of reproachful when you open the refrigerator to get out some ice cubes for the cocktail shaker.

F. C. EWING CO.

The Operator's Friend

Southwest Distributor

Columbus Vending Machines

1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

You'll Need an Adding Machine for This:

... Add up the number of dead batteries you have bought and thrown away in the past two years! ... All this waste can now be eliminated by using ELECTROPAKS! You can also eliminate pay table cheating by using ELECTROLOKS!

ELECTRICAL PRODUCTS CO., Inc., DETROIT, MICH.

New York Office: 152 W. 42nd St.

Chicago Office: 628 W. Jackson Blvd.

BALLY-ROLL VOLUME BREAKS RECORD

Faced with the problem of immediately filling orders for more than 3,000 BALLY-ROLLS, Ray Moloney, president of Bally Manufacturing Company, announced that arrangements have been completed for additional factory space. At the same time, Mr. Moloney revealed that, whether measured in units or total dollars, BALLY-ROLL sales for the past two weeks have broken all previous records for a similar period of time.

"Even in the hectic days of Ballyhoo," Ray stated, "orders did not pour in as they are on BALLY-ROLL. The sensational reception accorded BALLY-ROLL is proof that operators are alive to the fact that a new era is opening — an amusement boom that will go down in history as the greatest of them all. The most impressive thing about BALLY-ROLL is its powerful amusement - and - exercise appeal, which makes prizes of any kind absolutely unnecessary. The \$30.00 to \$50.00 per day taken in by BALLY-ROLLS on location is pure, unadulterated profit to the operator."

"We are keenly conscious of our responsibility to the many operators and distributors who have ordered

BALLY-ROLL and who are anxious to get in on the ground floor of this boom. I want to assure them that we at Bally will continue to work day and night, with extra crews of mechanics, until all orders are shipped. We are securing additional factory space and doing everything else in our power to speed up delivery. Although we are now making delivery on a comparatively few large volume orders, I want it understood that even the smallest operator is to have a crack at BALLY-ROLL—and to make this possible we will give sample orders the right-of-way for a limited time. By that I mean that, while shipping volume orders in rotation, as received, we will each day set aside a few machines to fill sample orders—thus enabling every interested operator to see with his own eyes how BALLY-ROLL takes in the money."

Meek voice over the telephone: "Doctor, this is Mr. Henpeck. My wife just dislocated her jaw. If you're out this way next week or the week after, you might drop in to see her."—The Nor-west Farmer.

Hubby: "The bank has returned that check."

Wife: "Isn't that splendid! What can we buy with it this time?"

GERBER & GLASS ORDER 10,000 REEL 21'S FROM DAVAL

Gerber and Glass, one of the largest distributing firms in the country have placed an order with the Daval Manufacturing Company for ten thousand Reel 21 counter machines for immediate delivery. It is believed that this is the largest single order ever sent to a coin machine manufacturer.

The unusually liberal offer which Gerber and Glass make has been proven tremendously successful with the operators. According to Max Glass, "We have many reasons for our seven day free trial offer on Reel 21. First of all, we want to convince the skeptical operators that this counter game marvel is all that we claim it is. We do not ask the operator to take any chances. If at the end of seven days, the operator wants his money returned, he gets it, upon our receipt of the machine without any explanation or obligations whatsoever. Up to the present time, we have sold approximately three thousand Reel 21's. We have yet to receive one request by an operator for his money back. In fact, according to many of the reports which we have received, Reel 21 returns the operator's original investment within an average of two and a half to three days. The operators have appreciated the seven day free trial. They have signified their appreciation by their large orders and reorders. I am very happy to see that they are taking advantage of our offer.

In Reel 21 you don't play against a fixed award card. You actually draw cards against the dealer or house. The house hand and awards change with each play, the same as in real Black Jack. 4-way play-1c-5c-10c-25c offers the player odds ranging from 2 to 1 to 100 to 1. Reel 21 is a long life counter game, and a consistently big money maker.

Gerber and Glass are the direct factory representatives on Reel "21" for eighteen central states.

Mother: "Did I see you kissing that young Allen last night?"

Phyllis: "Well, mother, he told me he had just lost an uncle, and I felt so sorry for him."

Mother: "If I know anything about that young man he won't have a relative left in a week's time."

Even a tombstone will say something good about a fellow when he is down.

PIN-GAME HEADQUARTERS

There's a color and a sparkle about Hotel Sherman that appeals to pin-game men. They like its location right in Chicago's brilliant Rialto—they like its convenience to stores, offices, theatres, and all business contacts. The fine food, the comfortable rooms, and the low rates have a definite appeal. And when they drive—they like the fact that they can drive right into Hotel Sherman.

HOTEL
SHERMAN
1700 ROOMS—1700 BATHS from \$2.50
CHICAGO

HOME OF THE
INTERNATIONALLY FAMOUS
COLLEGE INN

featuring the ICE CARNIVAL on 1,000 feet of REAL ICE



The Mills Q. T. Jumps Into All Time Best Seller Class

MILLS had quite a counter machine in Tickette which sold well over the 20,000 mark, and which, with new jackpot attached is still getting a big enough call to keep one special department in the huge Mills factory busy building Tickette machines right now.

But Tickette is a non-payout type of machine, and other non-payouts for the counter have run up some very sizable totals in units sold. But the Mills Q. T. is a unique number in that it is the oldest and one of the very few automatic payouts ever to run on the counter. Just entering its third year of success, and today a 35,000 seller, it has jumped far in the lead not only as all machines made for the counter but far beyond the mark ever set by an automatic table or game that paid out its awards automatically.

No novelty, Q. T. is still a brand new number. It takes only one square foot of counter space. It weighs only 35 pounds and can be set right up on the cigar counter where it can be played without breaking the glass. It is a complete automatic bell or vender and is available for 1c, 5c or 10c play. The huge double jackpot dominates the front display—the machine looks to us like it is ALL jackpot. The Q. T. reels spin almost twice as fast as the reels on the large standard Bells, tipping us off to the secret of the little machine's amazing earning power.

That Q. T. subject is an interesting one indeed; everybody's talking about this machine in operating circles, so a quick look at some of its standout features should be welcome.

Fast.

The Q. T. spins five times for every three plays on the standard Bells. It's 66 2-3 percent faster.

The Q.T.'s speed isn't just the result of bending the fan or changing the timing. SPEED IS INBUILT.

With this extra speed comes extra shock. The Q. T. is designed to stand that shock. It has the most

perfect stopping mechanism ever put on a coin machine. Absolutely no wear and tear! Nothing to replace at any time!

The reels are only 3 inches in diameter, 10 stops, 10 characters; naturally they can whirl much faster. There's a great deal less strain on the clock; naturally that adds to its life. All levers are case hardened; designed especially for the work they do—that's why they don't wear out.

Is it any wonder that this masterful mechanism invites this terrifically fast play, loves it, and comes up for more?

Not only is the mechanism built for speed; the exterior design also invites the same whirlwind pace. The Q. T. is speedy in looks, it suggests rapid fire action, it has PEP. The reels face right up at you as you play; no craning, bending, stretching, OR DELAYING to see what the results are. The coin slot is so easy of access to the player's hand, it's about twice as easy to drop coins in the Q. T. as in any other machine.

Yep, it's FAST. That's the way the public likes it!

The Coins Get the Right Of Way!

The Q. T. coin system is a marvel to behold. Coin traffic never flowed faster or more freely than through its keen, positive coin chute.

Any slug or object bigger than the proper coin can't get into the chute—that saves a lot of trouble. Anything smaller or thinner than the proper coin is dispatched forthwith to the "slug box," a scavenger compartment inside the machine. It doesn't play the Q. T. If a bent or damaged coin is forced into the chute opening, even the location owner isn't necessary to release it. The player can release it by simply turning the knurled knob in the coin head! Think of the service calls this feature saves.

Steel slugs cannot play the machine, and last two coins played are visible at a good distance. You'll find very little slug trouble with your Q. T.'s. Most of them go on or near the counter, which type of operation almost completely discourages slugging.

You'll find the Q. T. practically impossible to cheat. No wires can be inserted. Bumping, jarring, shaking are to no avail. After every payout the slides are locked automatically, and a new coin must be inserted before they can be unlocked. If the machine is even turned upside down and shaken no coins can spill into the mechanism, or prevent it from functioning. The base of the mechanism is full of holes which will positively clear the machine of

SUBSCRIPTION BLANK

Automatic World

**P. O. Box 765,
Fort Worth, Texas.**

**\$1.00 for 15 Months
\$2.00 for 3 Years**

Enclosed find Dollar(s) for
years subscription to your magazine.

Name

Address

City or Town State

Operator Jobber Manufacturer

.....

all stray coins and drop them into the cash box.

How You Load It.

1. Open front door.
2. Play machine, stopping fan before play ends.
3. Drop coins into tube one at a time.
4. Drop coins into Jackpot a handful at a time.

It only takes two minutes—by your Elgin—to load the Q. T. Compare that with at least 15 minutes necessary to load the big Bells!

The Cash Box.

The Q. T. Cash is the SAME CASH BOX that's used in the standard Bells.

It holds \$90 in nickels and corresponding sums in the penny and dime models. Boy, figure a nickel equalling close to three dimes, the dime cash box ought to hold at least \$250! What a convenience that big cash box is when you consider the enormous earning power of the Q.

VIKING SPECIALTY CO.

530 GOLDEN GATE AVENUE

SAN FRANCISCO

Jobbers Exclusively

Send 15c in stamps for the most complete vending machine catalogue ever compiled.

T.! When you've got to go to collect it, you KNOW you're dragging down a PROFIT.

And talk about convenience. Here's a pip. The Q. T. cash box can be emptied without any other part of the machine being touched, or any other door opened. The cash box is sunk into the all steel back; it can't be pried open. Yet when you're ready to collect, you just take your key at the outside, open the lock and she slides right out. Instant cash service. And so fine a mechanical performer is the Q. T. that most of the time, you never have to look at the mechanism; all you have to do is COLLECT.

Big collections made easy. Collecting the Q. T. is just as fast as playing the Q. T.!

The Case Is A Tower Of Strength.

The burly little Q. T. is a giant for strength; no expense has been spared in favoring this strength. The cabinet is beautiful light golden oak, three-quarters of an inch thick, the toughest, strongest wood that can be obtained for the purpose. The cases aren't stained either, they are strong and beautiful to the eye; and a year old Q. T. looks just like it was bought yesterday.

The back is ALL STEEL. Steel plate permanently built into the cabinet. It's on for good; nobody,

not even YOU or WE, can get it off once it's oined.

The immense, dominant double jackpot is protected by shatter proof glass one-quarter of an inch thick.

The front is a strong aluminum casting, reinforced in thickness at all points of strain. Put the Q. T. case to any kind of a strain. It has the guts! You can't harm it!

Six Models Of The Q. T.

The Q. T. Line is a COMPLETE line. It in no way competes with your other Bell equipment. There's a place for at least two of these six Q. T.'s in every Bell and Table location!

1c Bell, 5c Bell, 10c Bell; 1c Vender, 5c Vender, 10c Vender.

FROM OUR CHUCKLE CORNER THE SPORTING SPIRIT

By L. H. WITHERSPOON

Sport is some form of game, or play, to amuse in general. To sport is to jest or trifle.

A sport will always take a chance When he meets a flapper with smiling glance.

He spends lavishly, keeping his friends cock-eyed with amazement at the way he spends de dough. As most sports are always "needin' the dough," they would make good bakers.

Sports may often gamble with their lives,
And even flirt with other fellows' wives.

He keeps his spirit up when playing poker, even if he loses his farm while trying to fill a flush.

Dollar up or dollar down, the cards against him, he sticks to his colors, always expecting a good deal.

Even when things look blue he'll never be yellow; never admit he's the "under dog." He has the spirit of the autoist who, when his car crashed into the lamp post, said coolly, "Well, it is as good as it is cracked up to be."

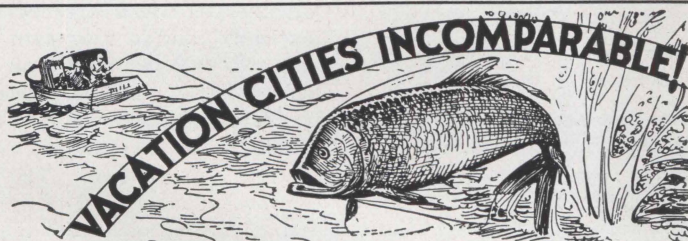
He'll keep his chin up even when puppy love has gone to the dogs.

Sports make good airmen, for they never fall out.

If you smash his old hat of straw,
He'll take it as a joke;

Though the deal may be pretty raw,
He'll say, "Give it another poke."

That girl is a sport
Who'll ever take a dare,
And show the sailor boys
She just does not care.



San Antonio and Corpus Christi! Where glorious sunshine, the blue of the Gulf, and every outdoor sport invite you to play the year around. And at each city a truly fine hotel home with rates surprisingly low.

JACK WHITE, Operator

PLAZA HOTELS



SAN ANTONIO
AND
CORPUS CHRISTI
TEXAS





WURLITZER SIMPLEX

1936 SALES
CONVENTION





The **WURLITZER-SIMPLEX**
ITS SUCCESS OCCASIONED THE BIGGEST CONVENTION IN WURLITZER HISTORY
Above Illustration is Model 400



Left to Right (kneeling): Walter Reed; Harry King; W. E. Simmons, Los Angeles; J. H. Leslie; Fred Rabe, Jacksonville, Fla.; Walter Gummersheimer, St. Louis, Mo.; Harry Fleming; Vice-President Homer E. Capehart; C. E. Johnson; Paul Fuller, Chicago; B. L. Kulick; R. S. Bleekman, Chicago, Ill.; Laurence Cooper; Fred Fields, Seattle, Wash.; John Kage; Harold Hunt. *Left to Right (standing):* Wilbur Brase; Earl Schultz; Stanley Turner; R. G. Norman, Advertising Manager; S. T. Cass, Syracuse, N. Y.; W. R. Deaton, Greensboro, N. C.; J. A. Darwin, East Orange, N. J.; A. W. Landsheft;

E. H. Petering; R. Q. Kramer, Denver, Col.; M. J. Lockwood, Providence, R. I.; Joseph Kerr, Toronto (Canadian Simplex Representative); O. F. Kramer, Oklahoma City, Okla.; W. C. Mossbarger, Minneapolis; H. I. Drollinger, Dallas, Tex.; L. E. Hayslett; W. F. Merchant, Fort Wayne, Ind.; Paul Bennett, Manager Games Division; Paul Piesen; J. H. Payne, Newark, Ohio; R. E. Johnson, Montreal (Canadian Simplex Representative); A. M. Mendez, New Orleans, La.; M. H. Rosenberg, Chicago, Ill.; R. F. Waltemade; Leo Pasciak; Otto Gluth; Henry Broecker.

WURLITZER-SIMPLEX 1936 CONVENTION HITS NEW HIGH FOR THUNDERING ORATORY, LIGHTNING ENTERTAINMENT, BLISTERING WEATHER AND THE HOTTEST SALES RECORDS IN ALL WURLITZER HISTORY

STEAMING into Buffalo, accompanied by their wives, families and the most tropical heat wave the city ever experienced, Wurlitzer-Simplex District Managers assembled from all over this country and Canada on Wednesday, July 8th, for their 1936 Sales Convention.

Wet-browed, parch-throated, but dripping enthusiasm, they hustled to register at the Hotel Statler as guests of the Wurlitzer Manufacturing Company; prepared for a whirlwind 4 day program of business and pleasure that soon made the weather cool by comparison.

Thursday—Bright and early Thursday morning they were whisked to Wurlitzer's beautiful and

commodious factory. Perspiring President Farney Wurlitzer extended a moist but friendly hand of greeting; guided them on a Cook's tour of a roaring plant which, even at peak production, is hard put to keep up with the slews of orders perpetually piling in from the field. \$3,500,000 gross sales in 3 months with an equal amount of unfilled orders bulging their books, has left even chub-tummied, cigar-cuddling Vice President Homer Capehart with scarcely time to keep his stogie going. Noon time witnessed a helter-skelter to Jakes-On-The-Corner for the first of a series of feeds that stoked the Conventioneers to even greater geniality.

While their better halves enjoyed a bounteous

THE CONVENTION LADIES LINE UP FOR A LOOK AT THE BIRDIE
THAT PROVED TO BE A LARK



Left to Right: Miss Payne, Newark, Ohio; Mrs. J. A. Darwin, East Orange, N. J.; Mrs. Paul Bennett, Buffalo; Mrs. H. I. Drollinger, Dallas; Mrs. A. M. Mendez, New Orleans; Mrs. O. F. Kramer, Oklahoma City; Mrs. B. L. Kulick, Buffalo; Mrs. M. H. Rosenberg, Chi-

cago; Mrs. Walter Gummersheimer, St. Louis; Mrs. W. R. Deaton, Greensboro, N. C.; Miss Gummersheimer, St. Louis; Miss Muckland, Chicago; Mrs. Fred Fields, Seattle; Mrs. J. A. Payne, Newark, Ohio.



HOMER CAPEHART
BASKS ON NEW BUICK
PRESENTED HIM BY
WURLITZER - SIMPLEX
SALES FORCE

A QUICK LINE-UP AFT-
ER THE GOLF GAME
SHOWED EVERY MAN
STILL ON HIS FEET



LAWN PARTY AND BUFFET SUPPER AT THE CAPEHART HOME— ONE OF MANY CONVENTION HIGH SPOTS



WURLITZER CONVENTION — CONTINUED

feast at Niagara Falls' famed Fox Head Inn, pod-packed delegates hustled into session to hear the first of a series of cleverly concocted debates between their members on timely, controversial topics and trends in the coin-machine industry.

Vociferously did these Wurlitzer Websters: coin-machine Calhouns wage verbal war on the rostrum

while their gap-jawed brothers listened, learned—and voted the debate idea most novel, instructive mode of making convention oratory worthwhile they ever heard.

Next, full steam for the Statler, dry clothes, dinner and a mass party at Bison Stadium to munch peanuts, sip pop, see Buffalo take Baltimore over

the jumps under the lights in an International League Game. Then, back home to their towering hostelry where the guest is al-



A TENSE MOMENT AS THE
SALES CONVENTION TURNED
TO SKEE-BALL

W U R L I T Z E R C O N V E N T I O N C O N T I N U E D

ways right—and this night—mighty tired.

Friday—Up and at 'em with the birds, clamoring for breakfast, bothering bell-hops, cluttering up the lobby, calling for conveyances, quickly this lusty crew hauled up at the Wurlitzer plant for another meaty morning of rip-roaring, rafter-jangling debates. Intermission for a second mid-day joust at Jakes-On-The-Corner; more debates until 3:30; then—School's Out—Gangway for the Park Country Club, where the "girls" had lunch, for that annual Wurlitzer fiesta on the greens. With the grounds-keeper grinding his teeth, dub after dub, hacked, clouted, sliced, forked, dug his way along to the 19th hole, there to harangue, heckle, hustle a beaten brigade of bar-keeps, who saw orders mount like the demand for Simplex instruments. Thirst-slaked, a now temporarily solemn sales force gathered ring-around-the-rosy about perplexed Homer Capehart to present him in token of his lucre-laden leadership, with a shiny, new seven passenger Buick sedan. Breathless to the point of neglecting to puff his ever-present weed, happy Homer expressed "Thanks", tossed glib bouquets back at his boys; waved all to head hot-foot for the scene of the day's grand wind-up; lawn party, buffet supper at the Capehart home. Soaking up complimentary cracks about his rock garden; straining to outdo his royal reputation, "Generalissimo of Hosts", Homer set a table and a mark for lavish entertainment no man could exceed, few equal.

Under able guidance of Past-Master-of-Ceremonies Ben Kulick, Simplex quartet warbled, Mickey & Nelson played accordion and guitar, Wurlitzerite's Cass, Fields, Waltemade and Mrs. Laurence Cooper sent the eaters into a sentimental swoon with their magnificent music. Hopping here, there, everywhere amid the melody-laden air, little Ben bade there be joy, fun, noise, laughter—and there was!

Saturday—Third and final day of Sales Convention business sessions found District Managers fired



HOOP-LA IN THE GRAND MANNER

to a white heat of enthusiasm; anxious to get back home; put into practice new-found knowledge on how to sell more and more Wurlitzer-Simplex Phonographs; how to make these machines pile up even greater profits for operators. Following concluding hour of debates, all hands were marshalled for pre-view of new Wurlitzer Games Division's first product—Skee-Ball! Gasping at its beauty; mouthing words of praise for its novel play appeal; opining Skee-Ball a sure-fire money maker—the air was soon charged with challenges; the roll of balls tempered with the tinkle of side bets. Prime Skee-Baller of them all proved to be Andy Christiansen; second best, Carl Johnson; third best, chagrined Homer Capehart. Aroused, Capehart issued further challenge to Johnson—lost, disappeared in blue funk minus sundry samolians. Johnson, meanwhile,



WURLITZER-SIMPLEX 1936 SALES CONVENTION BANQUET—HOTEL STATLER

receiving double congratulations as humilator of Homer C. and big reason back of flower-filled hospital room housing Mrs. J. and newly born bowler.

Meanwhile, Convention ladies cavorted at swank Buffalo Canoe Club, cleaving the waters of Lake Erie with such form (and forms) that the fish stood tail to watch.

Finally, ceaseless moving hours crept round to the climaxing event of this trio of action packed days. Bloated with inspiration, delegates found it difficult to shoe-horn themselves into their finery for the big Wurlitzer-Simplex Dinner Dance and Floor Show Extravaganza. Once seated in Statler's sumptuous Terrace Room, they were regaled with such an array of food, drink, music, speeches, professional entertainment that the hotness of the evening and the tightness of their garb were forgotten.

In turn, perspiring, paper-hatted Chairman of the Board, Rudolph Wurlitzer; white-suited President Farney Wurlitzer; fez-headed Simplex Sales Manager Ernest Petering; proud papa, Plant Manager Carl Johnson; Paul Bennett, brigadier of Wurlitzer's new Games Division were introduced by Vice-President Homer Capehart. Past, present and future of the Wurlitzer organization were toasted, tongued, eulogized to a fare-thee-well amid riotous scenes of celebration. No less than eight all-star acts, including a giddy girl show that had the boys gaga, added to the din of the merry diners. Sometime, wee small hours of the morning, party broke up, tumbled into bed, convinced that Wurlitzer made not only world's best Automatic Phonographs, but best Convention hosts in Christendom!

Sunday—Business ended, banquet over, guests



READY FOR THE TAKE-OFF ON THE ALL DAY SIMPLEX CONVENTION BOAT TRIP TO TORONTO, CANADA

W U R L I T Z E R C O N V E N T I O N — C O N C L U D E D

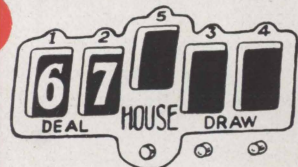
arose, gulped Alka-Seltzer, scuttled for final social event of session—all day boat trip to Canada's far-famed educational, financial, beauty-city, Toronto.

Gyrating up Canada Steamship Line gang-plank, gang took complete possession of the boat, settled down for day of nautical pleasure, topped off with luscious luncheon on board. Arriving Toronto, joyous mob of landlubbers, shook off sea legs, scrambled aboard fleet of rubber-neck buses, set out to see Toronto. Prime treat to all, particularly Wurlitzerites viewing British territory first time—trip proved endless round of exclamations over far-flung Exposition site, time-hallowed Toronto University, Hyde Park grandeur, innumerable other meccas of wonderment and beauty, including far-famed Casa Loma. Originally built by pompous Sir Henry Pellett as a home for himself—he expected to sell it later to the Province of Ontario for the Lieutenant Governor's Home. But the Province of Ontario didn't buy it. Crestfallen, later impoverished, Sir Henry saw Fate take a mu-

sical twist, turn his costly castle into ne plus ultra of all Night Clubs. One time home of famous Casa Loma Orchestra, scene of doings far from kingly, now standing vacant as location lacking Wurlitzer-Simplex crowd pulling appeal—Casa Loma kept Wurlitzerites interested many moments, excited endless comments on its size, beauty, sad situation. Then, back aboard, heave-ho, and this pleasure-sated host of happy voyagers headed back to Buffalo. Amid fond farewells, shouts of "See you again in '37", District Managers, their wives, their families, their memories of marvelous times, scattered for home, confident of knocking even present history-smashing Wurlitzer-Simplex sales into proverbial cocked hat during year's remaining months. Hat in hand, weed in mouth, a now fag-footed but still cheery Capehart waved them off—as he has waved them on to epochal deeds in establishing the Wurlitzer-Simplex fastest selling, biggest money-making automatic phonograph in whole history of coin machine industry.

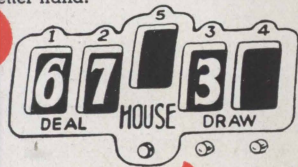
SHOWING REEL "21" ... in Action!

Reels after coin has been inserted and handle pressed all the way down.



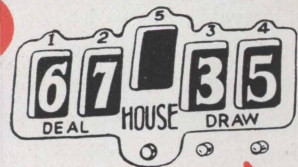
Two reels showing are actually the first cards dealt the player. He starts with a hand.

Player presses button under Number 3 in try to get better hand.



Player gets a 3 which gives him a total hand of 16.

Player still wishes to continue and presses button under Number 4 reel for his last card.



Player gets a 5 which gives him a total hand of 21, the limit.

Player now presses button to see "House" — the hand he is playing against.



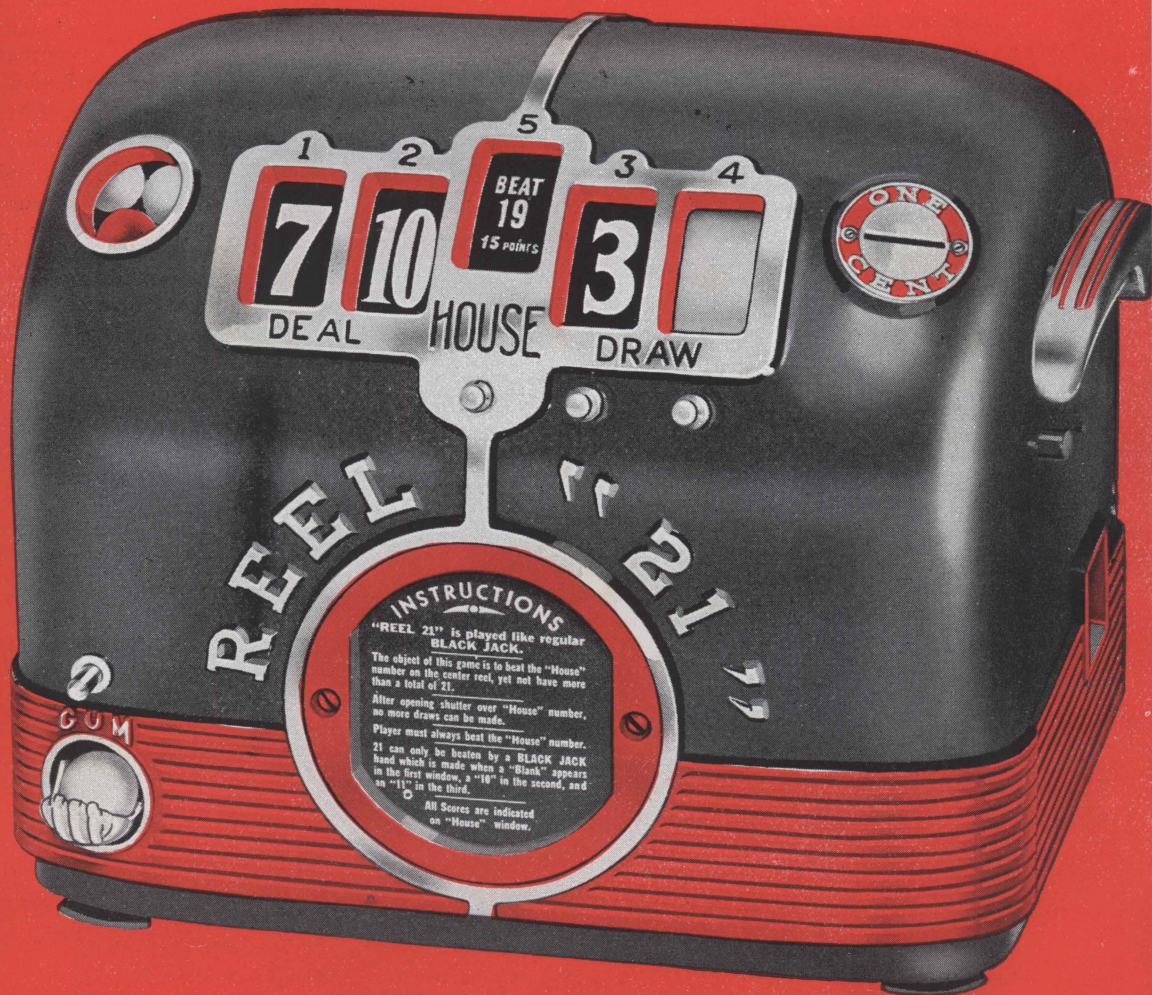
Player WINS! He beats 20 — getting 40 times investment.

IMPORTANT!

It is not necessary for player to "draw" after his cards. He may wish to "stay" after his third card. But, once he pushes button to open "House" shutter — HE CANNOT DRAW ANY FURTHER CARDS! All other shutters LOCK AUTOMATICALLY! If player "draws" over 21 it's a "bust" and his hand is cancelled.

REEL "21"

The
THRILLING "OLD ARMY GAME"
of "BLACK JACK" played "ACCORDING TO HOYLE"
THE fastest AND MOST interesting GAME IN THE WORLD
Everyone likes "21"



● In Reel "21" you DON'T play against a FIXED AWARD CARD! You ACTUALLY DRAW CARDS against the DEALER or "House". The "House" hand and Awards CHANGE WITH EACH PLAY—the same as in real "Black Jack". 4-Way Play — 1c—5c—10c—25c offers the player odds ranging from 2 to 1 up to 100 to 1. Reel "21" is the LONG-LIFE counter game you need!

RUSH YOUR ORDER NOW!



ELECTRO BALL CO., Inc. 1200 CAMP STREET DALLAS, TEXAS

WURLITZER DEVELOPS RECORD COUNTING DEVICE

In line with the company's policy for doing everything possible to help operators increase their earnings, engineers of the Rudolph Wurlitzer Mfg. Company, North Tonawanda, N. Y., have developed a record counting device which is adaptable to all Simplex phonographs manufactured by that company.

The unit is so simple in its operation and so easy to install, it really is a wonder that some one has not introduced such a device before this time. The complete unit may be installed or removed in as little time as one or two minutes.

A music operator is not so much interested in knowing the records that get the play as he is in knowing the records that are not being played—those numbers that are not making a profit—those records which should be removed from the program and replaced with new records. It is this principle which has been incorporated into Wurlitzer's counting device.

The mechanism, as illustrated, fastens on to the back shelf of all Simplex models, either P-10, P-12, P-400, 312 or 412. The unit is numbered from 1 to 12 corresponding to the records in the program. As each record tray twings out into playing position, the spring tension which is released moves one notch on the in-

dividual counter for that record. Tabs in units of 5 up to 70 indicate at a glance how many records have been played; what ones haven't been played. The zero tab is in red so a resetting of the counting device after each checking is easily accomplished by taking one's hand and turning all numbers back to the red tab.

It is obvious that a record which has played only five or six times during the week is a poor number in that particular location. It should be replaced with more records of the type that may have registered as many as 50, 60 or even 74 times during the week. No record play is counted higher than 74 because if a record shows up that strong, with possibly more plays than 74 being made during the week, such a record should be left on the program, or a new record of the very same title being put in the instrument instead.

The device is of inestimable value to the operator of a large number of units where he personally cannot check his locations. It makes the servicing of instruments easy and a service man does not have to guess what changes to make in the program or does not have to take the word of the location proprietor or a waitress when it comes to changing records. There is little chance that he will remove the records that are getting the play, as is often the case without a counting device of this kind. The

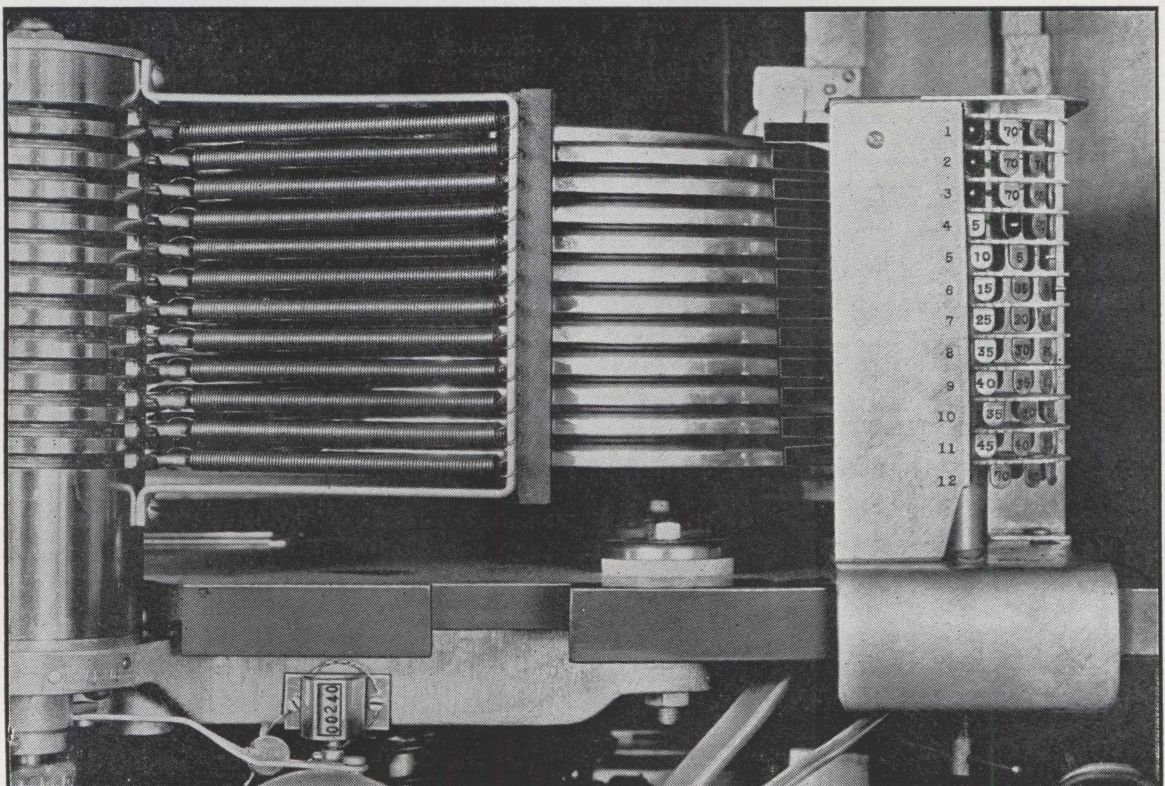
record checking meter is protection against a situation of this kind.

With this Wurlitzer record counting device it is quite easy for an operator to determine the type of records which appeal to his various locations.

The Wurlitzer company is supplying the complete unit to Simplex operators at an unusually low factory cost; in fact, so excessively low that an operator could easily afford to equip each and every machine with the counting meter.

Simplex phonograph operators should remember that this outstanding unit is built to work on all Wurlitzer instruments from the very first Model P-10 manufactured by the company up to the present day Models 312 and 412.

Operators are most enthusiastic in their praise of the Wurlitzer organization for developing this marvelous record counting device. They readily see that it is a profit protector which helps them tell what records to remove. The equipment is capable of increasing the weekly intake of each and every machine on location. By equipping his instruments with the kind of records the public wants, the operator knows he will get the maximum play from the location week after week. The Wurlitzer record checking meter safeguards his profits.



Pacific Coast's First Coin Machine Frolic

Los Angeles.—The Pacific Coast trade will hold its First Annual Coin Machine Frolic in the club and banquet rooms of the Cafe de Paree, 2312 West Seventh Street, Los Angeles, all day Wednesday, September 16. Operators, jobbers and distributors from all over the United States are being invited to attend, according to reports from officials of the Frolic.

From 10 a. m. to 6:30 p. m. manufacturers will display their new equipment and the old favorites in the space. No booth rental is to be charged this year, and it is anticipated that elimination of this expense will permit the exhibitors to expend greater effort in making their displays attractive.

At 7 o'clock the annual ball and

banquet will get under way, with an 8-course dinner served at \$2.50 a plate and two recording bands scheduled to provide dinner music and rhythm for the dancing which will follow.

An elaborate floor show is planned, a presentation of Fanchon and Marco, noted Hollywood producers of stage shows for theatres all over the country and trainers of studio talent. A sunkist chorus, 10 acts of top-notch vaudeville and a special feature will comprise the entertainment.

Door prizes and awards totaling \$2,000 in value will be given away, among them a Skee-Ball game and a deluxe automatic phonograph.

It is said that no efforts are being spared to make this gala affair on September 16 a red-letter day.

GUARDIAN ELECTRIC HAS BIG PARTY

One hundred fifty guests included presidents, salesmanagers, engineers, designers and superintendents, of representative coin machine manufacturing companies at Guardian Electric Mfg. Co.'s big all-day, all-night celebration August 5th at Bunker Hill Country Club.

They were there in force from lunch at noon until the "wee" hours and to say the Guardian Company did itself proudly as host to the boys is a mild assertion.

Golf played the leading role after noon-day nourishment. As each group came up to "tee" off Mr. A. B. Chereton of Electrical Products Co., was there with \$20,000 worth of motion picture equipment to shoot each and every player with sound and motion. These were shown at night, having been rushed into Chicago for development, and back for production within 4 1-2 hours time. Speaks pretty well for the speed of Chereton who gave "Electropak" to the coin machine industry. "To see ourselves as others see us," came into expression after dinner had been served in the main dining room at eight o'clock in the evening. Prizes of all kinds were distributed to winners at golf, as well as "door"

prizes for lucky one's making their entrance. The pictures "took down the house," many scenes of which will live long in the hearts of the coin men present. Then, a complete floor show featuring the two darkey comedians, the "Gold Dust Twins" with their comedy boxing bout and other giggle-getting contortions. The "Ohman Twins" were there, with their most incomparable dancing supported by several ladies with curves moulded to order for the audience.

Billboard was especially impressed by the manner in which Guardian 'day' went over. Frank Rowell Sr., president of Guardian and Frank Rowell Jr., deserve high commendations for knowing how to do things up brown. They gave a party that should have offered enough recreation in one day to equal the benefits one might derive from a week of average entertainment. John Rowell, advertising manager, had charge of planning and promotion. He got 'em out, and when "Guardian Day" comes 'round once more, they'll all be back to gather 'round Guardian's festive board once more.

We haven't seen that picture, "The Garden Murder Case," but the victim probably was the neighbor who offered advice over the back fence.

SOUTH COAST OPENS DALLAS BRANCH

South Coast Amusement Co., M and M Bldg., Houston, Texas, are firmly entrenched in their new offices and display rooms located in Dallas, Texas, at 211 South Pearl Street. This progressive concern, headed by Harold W. Daily, now offers even greater facilities for meeting Texas operators' and jobbers' needs than heretofore. With the acquisition of Dallas, South Coast now is able to make immediate deliveries on machines fresh from the plant of Pacific Amusement Co., just as quickly, if not faster than shipments made from the factory direct.

Texas coin machine men in the Dallas area and elsewhere, have welcomed the coming of South Coast's new distributing point. Naturally they recognize the closer tie-up it affords for quicker and more personalized business dealings. The Dallas office is being managed by Mr. Robert W. Hunter, however, Daily, himself will spend considerable time in and around the Dallas territory where his acquaintanceship is widely and most favorably known. The Dallas office operates motorized delivery of games and other devices with the same care and dispatch service received in the region around Houston.

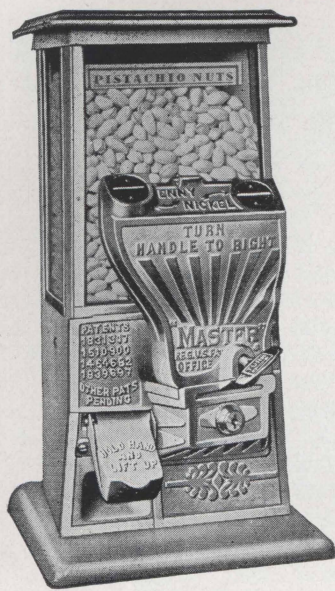
Being exclusive state distributors for Pacific Amusement Mfg. Co., makers of the famous line of "Pamco" payout tables, South Coast of Dallas and Houston will henceforth figure even more prominently in coin machine affairs throughout the state.

AD-LEE COMPANY, INC., WHIPS UP PRODUCTION

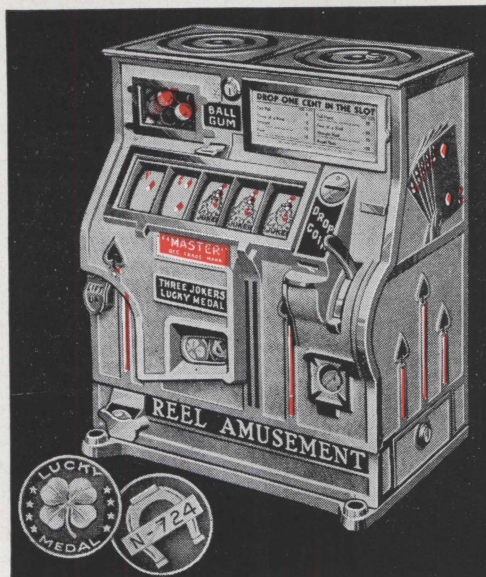
During a western trip to the coast Mr. J. W. Werthimer with Ad-Lee Company, Inc., got so many orders for their Duette Merchandising Machine that production had to be whipped up to fill the orders. From orders secured it is evident that when operators see the machine they order them, sorta seeing is believing. He arrived back from his trip August 19th. The company is to have a couple of new machines under production so they can fill orders promptly, soon and judging from their appearance they are something for the operators to be looking forward to.

The way to make war impossible is to fight it on a cash basis.

THREE PROVEN WINNERS



Top and Base Porcelain
Enameled
Light Green Finish



Reel Amusement Vender



Prophylactic Vender

WRITE FOR CIRCULARS AND PRICES
OF THESE AND OTHER MASTER MONEY-MAKERS

THE NORRIS MANUFACTURING CO.

OPERATORS AMUSEMENT CO.

2509 Ross Avenue, Dallas, Texas

Columbus, Ohio

C. W. PERCY NOVELTY CO.

6614 Lake Shore Drive, Dallas, Texas

NEW ORLEANS and LOUISIANA NEWS CONDUCTED BY ADAM LEIDENHEIMER

While the summer lull in coin machine play continues to be felt in most of the indoor spots, things are humming at places frequented by the "fresh air" crowds. Operators at beaches, parks and other outdoor spots are therefore reporting the best business in several years, especially those who are steadily making changes for the better in equipment.

New Orleans and Shreveport operators have been running into stormy weather, however. A new administration in the larger city plays favor with narrow-minded reformers in including the coin machines in the category of undesirables. In the meantime, thousands of telegrams and letters are being sent to the authorities by hundreds of restaurant owners and merchants protesting the unfair treatment. Most of these protests point out that the coin machines have been the senders best source of attraction. Other opera-

tors have been unmolested as they drop automatic payoffs, the only thing that the administration can protest against because the state supreme court has already ruled that non-payoff machines are "games of skill and cannot be molested."

Trouble at Baton Rouge and Bogalusa, two larger communities of the state, are written down in pages of the past and operators in these places say that play is very good. In another community of the state, town officials have found only dismay in ruling out of machines because a good portion of the town's revenue from an imposed license tax stopped.

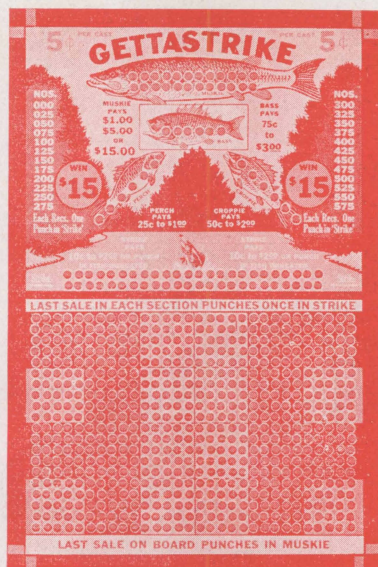
Jerry Germentis, state distributor for Wurlitzer, has opened an office and display room in the 2200 block of Canal Street in New Orleans and has on show the new ideas by Wurlitzer in pin games in addition to his usual line of the latest phonographs.

For the second consecutive month, music operators of New Orleans have reorganized their protective organization. This time, Jules Peres, secretary of the coin machine vendors and first president of the music association, has been renamed as presiding officer and the name changed to United Music Machine Operators Association with headquarters at 1004 Poydras Street. Other officers are Melvin Mallory of the Louisiana Amusement Company, vice-president; F. P. Clesi of the Great Southern Novelty Company, secretary, and Dan Cohen, treasurer.

"The new organization comprising practically every known operator in the city," Secretary Clesi says. "At our first meeting held on July 10 in the offices of the Dixie Novelty Company, all but three of the operators showed up and since that time they have also sent word that they will join. After two false starts, we believe that we are now ready to function 100 per cent and to see that we operators get what really should be coming to us in percentage returns. We have all agreed that a basis of 35 to location and 65 to us is fair enough. Our members have also

Get Ready for FALL PROFITS

These new Superior Boards are real money-makers. Every operator should get a supply. Order from office nearest you.



GETTASTRIKE No. 625

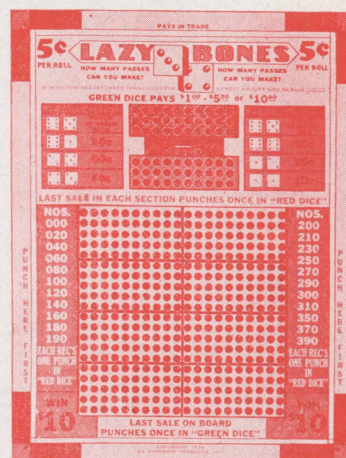
A timely tieup with the fishing season
Takes in 600 holes at 5c..... \$30.00
Pays out (average)..... 14.40

Profit (average)..... \$15.60
Thick board with easels and celluloid
jackpot protector.
\$2.46 Plus 10% U.S. Tax

LAZY BONES No. 413

From time immemorial dice have had
a popular appeal
Board takes in 400 holes at 5c \$20.00
Pays out (average)..... 10.00

Profit (average)..... \$10.00
Semi-thick board with easels and
jackpot protectors
\$1.38 Plus 10% U.S. Tax



We Sell Operators Only—Never to Locations!

Transportation Paid on Orders of \$50.00 or More Net

ELECTRO BALL CO., Inc., 1200 Camp St., Dallas

FORT WORTH WACO
OKLAHOMA CITY, OKLA.

SAN ANTONIO HOUSTON
NEW ORLEANS, LA.

WICHITA FALLS
MEMPHIS, TENN.

pledged themselves to co-operate on location claims."

About 35 members are listed. They are getting ready to put up a vigorous fight against the city's proposal to tax a license fee of \$10 a year instead of \$5 which is in addition to a \$2.50 a year hospital tax and a state license cost of \$5. Another problem facing the music operators is a proposed tax on coin operated machines of \$50 a year on locations where they are used for dancing.

Among the vacationists who returned home recently is Melvin Mallory of the Louisiana branch of Stelle & Horton. Melvin spent his annual time off with his parents at Alexander, Alabama. Also back from his vacation is Edward Theriot of Decca Distributing Corp. office. Bob Rodham of Electro Ball's New Orleans office has returned from a stay of two weeks with his parents at Pittsburgh while Herby Mills, another music operator, reports having had a great time while enjoying the ocean breeze with his mother at Atlantic City. Give the boys credit,

they don't forget to go away to see their parents at least once a year.

Up at Baton Rouge, Clemens and Russell report things doing nicely in the music machine game. These boys now have a big line of Seeburg out on location and say they are satisfied with returns. They recently returned from New Orleans where they bought a stack of new Decca recordings.

Frank Gleeson, resident manager for the music department of Mills Novelty Company, Chicago, announces that Leslie M. Thomas has been moved by the firm from Kansas City, to New Orleans to assume management of the territory which includes Louisiana, Mississippi and Arkansas. Thomas succeeds Oscar A. Prunner who has left for Chicago. Frank speaks highly of the new territory director and believes that Mills will be well represented in the Gulf States for the fall campaign. He has just returned from a sweeping trip through Louisiana and Mississippi where he finds operators in a good frame of mind generally.

Karl Lellky, organist for the big

radio station WWL, New Orleans, writes home from Stockholm, Sweden, his native city where he is spending a three-month vacation, that slots and pin games are seen everywhere you go and all of them are American manufactured. Looking over the selections available in a coin phonograph, he writes, he found all American popular airs listed including "The Music Goes 'Round and Around." And, Carl added, he immediately dropped a nickel in just to see if the song had any more sense to it in Sweden than it had in our country.

E. M. Oertle, district sales manager for Brunswick and Melotone recordings, has returned from an extensive tour of the Middle South where he reports a good demand for all late selections and especially for Vocalian's "On the Beach at Bali-Bali" and Brunswick's "These Foolish Things."

A new Do Re Mi operator in New Orleans is Harry Frisch of 3065 Chartres Street. Harry has found the Do Re Mi so popular that he has
(Continued on Page 88)

\$500⁰⁰ WEEKLY PROFIT



NO MECHANISM BELOW DOTTED LINE

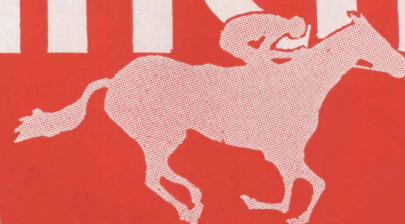
Amazing simplicity of ALL-ELECTRIC mechanism eliminates race-game grief and frequent parts replacements.

45 in. long, 20 in. wide, 36 in. high
Weight approximately 250 lbs.

NICKEL or QUARTER PLAY
PAYOUT or TICKET
CHECK SEPARATOR IF DESIRED

Guaranteed 100%

with RAY'S TRACK



**CERTIFIED COPIES
OF COLLECTION REPORTS
ARE IN OUR FILES**

FROM \$75 to \$250.00 **NET OPERATOR'S PROFIT** per week—that's the record revealed in certified collection reports now in our files. Think of it! \$500.00 split between operator and location in one week—**\$250.00 NET-IN-OPERATOR'S POCKET!**

Another machine **NETTED OPERATOR** \$65.35 the first week—\$96.50 the second week—\$206.70 the third week—**PROFITS INCREASING** constantly as more and more players discover the thrill and fascination of **RAY'S TRACK'S** many **EXCLUSIVE** features!

In one operation of 25 machines earnings for 6 weeks' play averaged \$79.10 per machine—**NET PROFIT TO OPERATOR!** And these **RAY'S TRACK** machines are consistently maintaining this average today!

MONEY-BACK GUARANTEE

Each **RAY'S TRACK** you place will easily earn \$75.00 to \$250.00 **NET PROFIT PER WEEK**—and keep it up all year 'round! Perhaps you have hesitated because past experience has led you to believe that all race games are complicated. Well, glance at the Dotted Line on the illustration at left. **NO MECHANISM**, except payout unit, **BELOW THAT LINE!** Only the most **SIMPLE MECHANISM** could be housed in such a small space! That's why **RAY'S TRACK IS GUARANTEED TROUBLE-PROOF** or your **MONEY REFUNDED!**

EXCLUSIVE DAILY DOUBLE

No wonder **RAY'S TRACK** monopolizes the play wherever it's installed. No wonder race-game operators report 20 to 30 per cent **INCREASED EARNINGS** after modernizing their race routes with **RAY'S TRACK!** If you had your choice between a big juicy 50-to-1 Jack Pot and normal odds, which game would you play? You know the answer—and so does the public! And that's why **RAY'S TRACK** is the most popular race-game on the market today—because **only RAY'S TRACK** has this great **REPEAT - PLAY PROFIT-BOOSTING DAILY DOUBLE!**

MOST BEAUTIFUL COIN MACHINE EVER BUILT

Its beauty—smartness—class that gets you into the high-grade, big-profit spots—night-clubs, country-clubs, cocktail lounges, taverns, etc. And **RAY'S TRACK** is, without question, the most beautiful machine ever created—a rich combination of matched walnut panels, gleaming polished metal and accents of color!

NO BOOKKEEPING

Positively **CHEAT-PROOF**—no sequences, no charting or bookkeeping possible, no run-away or favorite horses, no chance of a tie! Every race is fair and square!

*Increase your profits with **RAY'S TRACK**. Thousands of choice locations are waiting for **RAY'S TRACK** today. They'll be your locations if you act at once to tie them up! Don't delay--- **WIRE TODAY FOR PRICES AND FULL-COLOR CIRCULAR!***

BALLY MANUFACTURING CO.

2640 BELMONT AVENUE

CHICAGO, ILLINOIS

JOHN A. FITZGIBBONS, INC., Eastern Distributor, 453 W. 47th Street, New York, N. Y.



MECHANICALLY PERFECT

NEW ORLEANS AND LOUISIANA NEWS

(Continued from page 85)
recently come back into the market for a second line.

Cigarette and gum machine operators are probably interested in the ruling of a Little Rock magistrate recently. Chancellor Dodge there supported Mrs. Joe Sosbee, operator of 30 cigarette vending machines in her claim that a \$2.50 tax on each machine was sufficient rather than the demand of Revenue Commissioner Earl Wiseman that she pay \$2.50 a year on each compartment of the machine. Wiseman said that because five different brands of cigarettes were vended in each compartment of a machine, the operator should be forced to pay a yearly license tax on each compartment. The chancellor ruled, however, that Mrs. Sosbee must pay also the usual revenue taxes against retailers of tobacco, which she had also sought to avoid.

SALESMANSHIP

By L. H. WITHERSPOON

It has often been said that a born salesman has not been born. The successful salesman is made—self-made.

To be successful a salesman must get together all his working parts. He must overcome all his handicaps, and put plenty of "oil" into his talking machine. He must develop that "high pressure" that is hard to resist.

He must be like the toad—"just hop to it."

Salesmanship provides plenty of means of getting "ahead,"—providing you use the one you have for something more than keeping the ears apart.

Good salesmanship requires the art of gentle flattery. If the hairdresser discerns the silver threads among the gold, as a matter of duty he must break the horrid news to his customer by gently explaining that gray hairs are not the harbingers of old age, but a mere accident—some sort of injustice of nature, and therefore something must be done about it; not as a matter of deceit, but as a moral necessity in order to preserve the glory and beauty of the hair.

In such matters the salesman should "feel his oats" well. Just make use of a little "horse sense."

The salesman must develop the ability to break the bald truth discreetly. If you cannot face the bald truth, commit Herpicide!

He must be his own driver—make up for lack of pull by developing "push."

What matters it if he gets a broken nose when the irate housewife slams the door in his face? No need to worry, but go right ahead and cultivate self-confidence until it becomes second nature. Like in the case of Jack Sheik. When Myrtle told him, "Robert says my mouth is the sweetest ever seen." Jack replied instantly, "I'll put mine up against it any time."

Be an opportunist. An opportunist

ANOTHER O'TOOLE INDIAN!—Joe Tigerman, Chicago game designer, presents picture of himself taken at Wisconsin Indian Village to prove eligibility to tribe of O'Toole Indians made famous by Ray Moloney and Jim Buckley of Bally Manufacturing Company.



ist is a man who has no time to moan; of every brickbat hurled against him he makes it a stepping stone.

In this day when little pigs have been made scarce through government slaughtering salesmanship is the science that "brings home the bacon."

A New York society of gourmets requires absolute silence throughout its dinners, instead of for only the minute or so when the waiter holds out the check.

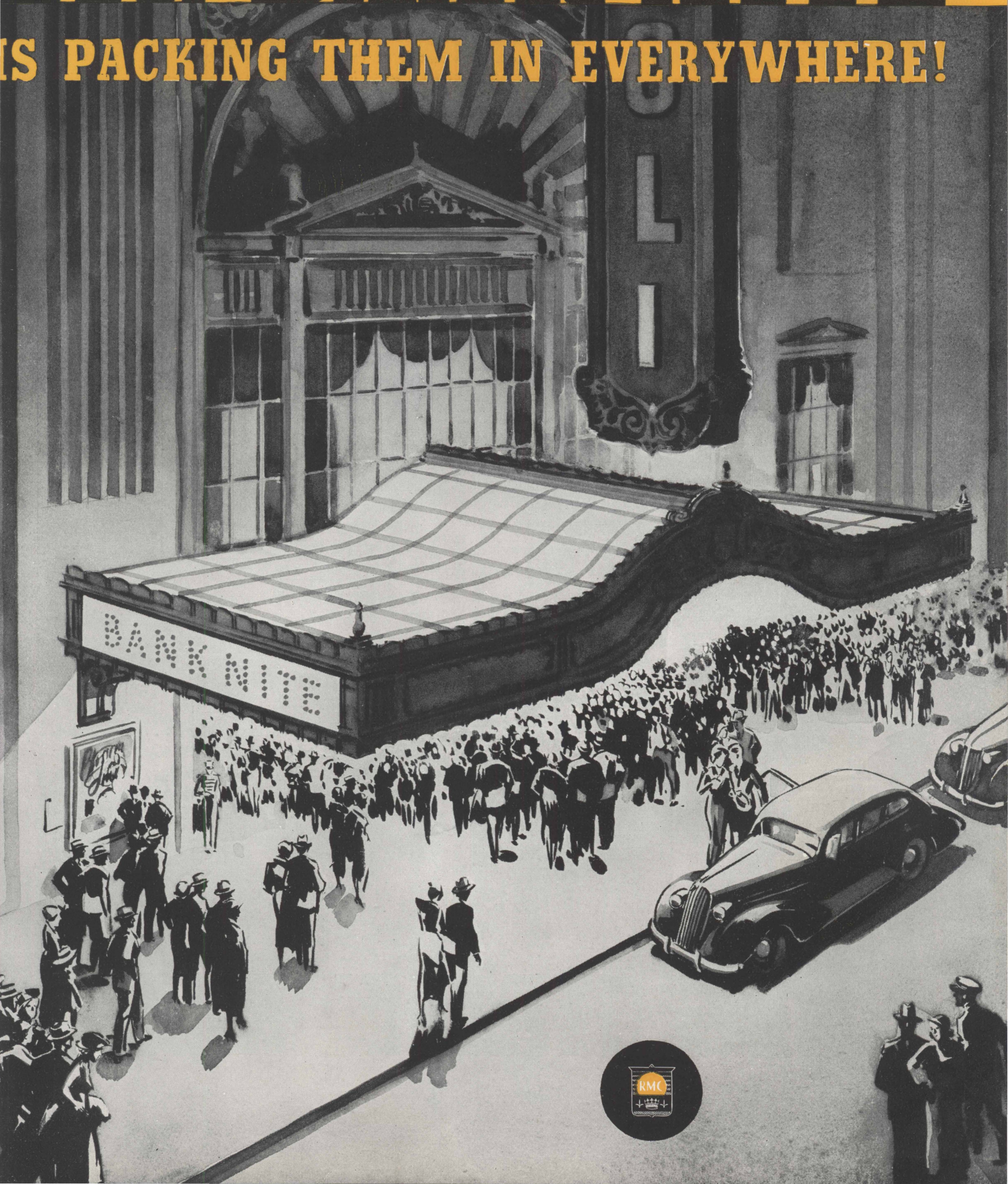


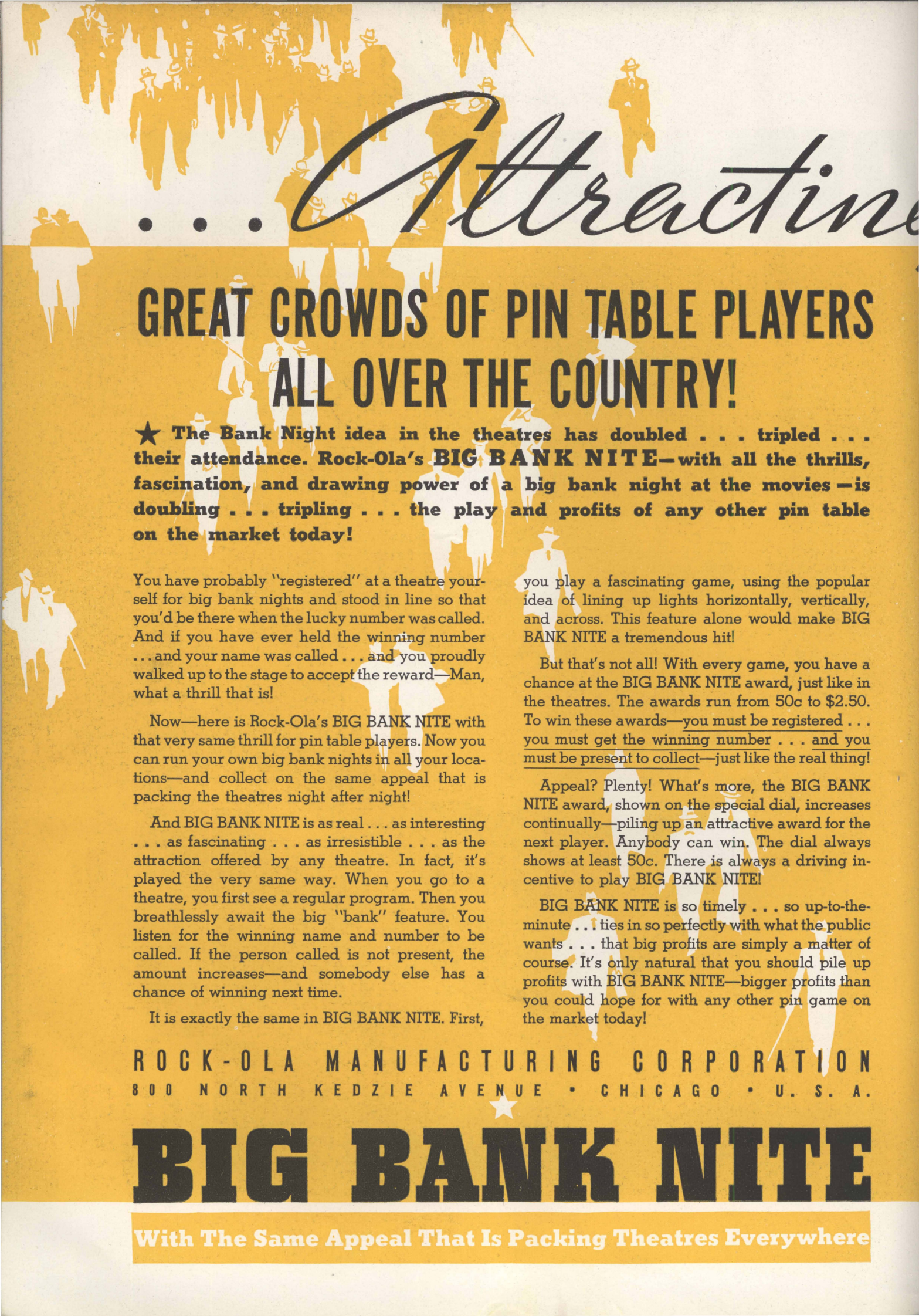
WURLITZER WELCOMES PAUL BENNETT TO ITS GAMES DIVISION WITH EXECUTIVE DINNER.—Executives of the Rudolph Wurlitzer Manufacturing Company, North Tonawanda, N. Y., greet Paul Bennett, new head of their Games Division, with a dinner at the Hotel Statler. Paul Bennett stands at the extreme left. Next to him is Vice-President Homer E. Capehart.

Rock-Ola's

BIG BANK NITE

IS PACKING THEM IN EVERYWHERE!





... *Attractive*

GREAT CROWDS OF PIN TABLE PLAYERS ALL OVER THE COUNTRY!

★ The Bank Night idea in the theatres has doubled . . . tripled . . . their attendance. Rock-Ola's **BIG BANK NITE**—with all the thrills, fascination, and drawing power of a big bank night at the movies—is doubling . . . tripling . . . the play and profits of any other pin table on the market today!

You have probably "registered" at a theatre yourself for big bank nights and stood in line so that you'd be there when the lucky number was called. And if you have ever held the winning number . . . and your name was called . . . and you proudly walked up to the stage to accept the reward—Man, what a thrill that is!

Now—here is Rock-Ola's **BIG BANK NITE** with that very same thrill for pin table players. Now you can run your own big bank nights in all your locations—and collect on the same appeal that is packing the theatres night after night!

And **BIG BANK NITE** is as real . . . as interesting . . . as fascinating . . . as irresistible . . . as the attraction offered by any theatre. In fact, it's played the very same way. When you go to a theatre, you first see a regular program. Then you breathlessly await the big "bank" feature. You listen for the winning name and number to be called. If the person called is not present, the amount increases—and somebody else has a chance of winning next time.

It is exactly the same in **BIG BANK NITE**. First,

you play a fascinating game, using the popular idea of lining up lights horizontally, vertically, and across. This feature alone would make **BIG BANK NITE** a tremendous hit!

But that's not all! With every game, you have a chance at the **BIG BANK NITE** award, just like in the theatres. The awards run from 50c to \$2.50. To win these awards—you must be registered . . . you must get the winning number . . . and you must be present to collect—just like the real thing!

Appeal? Plenty! What's more, the **BIG BANK NITE** award, shown on the special dial, increases continually—piling up an attractive award for the next player. Anybody can win. The dial always shows at least 50c. There is always a driving incentive to play **BIG BANK NITE**!

BIG BANK NITE is so timely . . . so up-to-the-minute . . . ties in so perfectly with what the public wants . . . that big profits are simply a matter of course. It's only natural that you should pile up profits with **BIG BANK NITE**—bigger profits than you could hope for with any other pin game on the market today!

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE • CHICAGO • U. S. A.

BIG BANK NITE

With The Same Appeal That Is Packing Theatres Everywhere



\$49⁵⁰

BE SURE YOU'RE

"among those present"

to collect on these BIG BANK NITE PROFIT-FEATURES!

In BIG BANK NITE, Rock-Ola designers and engineers have outdone themselves in giving you new features of great importance to your profits! Every detail has been carefully considered. Nothing has been left undone to assure you of perfect, smooth operation—and steady, lasting profits!

Never before has a pin table been built so specifically for long life and continuous operating. BIG BANK NITE'S cabinet—with natural wood through-out—is sturdily constructed. And the extra-heavy legs are double bolted for greater durability!

The new type slanting moulding on BIG BANK NITE not only adds beauty to the entire table, but, at the same time, does away with ugly burns left by "parked" cigarettes.

A glance at the clean simple mechanism in BIG BANK NITE tells you right away that here is a pin table you know operates smoothly and perfectly all the time. BIG BANK NITE'S one simple mechanism is specially designed to draw the least possible amount of current—a fact greatly appreciated by all operators!

A great deal of BIG BANK NITE'S appeal is due to the attraction of its brilliant light-up panel. When you inspect it, you see at once what care has been taken to improve and perfect every detail. You notice the new construction of the light box and the shake-proof type sockets—like those used in automobile headlights. The lamps are securely locked into the sockets, instead of

being screwed in, as in ordinary light up games.

Notice also that standard Mazda No. 51 lamps are used. This means not only higher quality, but it means that you can buy them for replacement in any store anywhere.

Be sure to inspect also, the new fine silver contact points—installed in BIG BANK NITE for greater durability, and to do away with troublesome cleaning, necessary with less expensive contacts.

Go over BIG BANK NITE with a fine-tooth comb. At every point you find improvements and perfections that amaze you. You see features that mean easier operating, less service calls, bigger profits, and more permanent earnings!

Then — be sure you are "among those present" to collect on BIG BANK NITE'S sure, powerful appeal and on BIG BANK NITE'S steady, lasting profits!

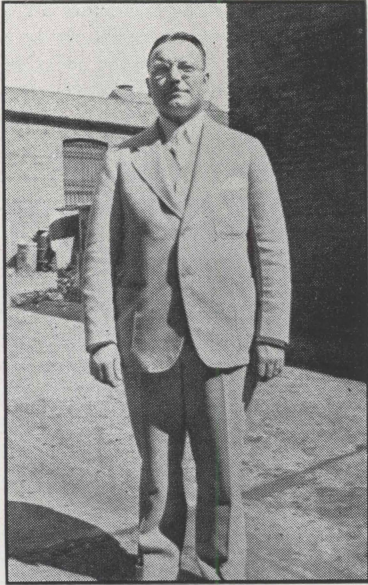
MAKE SURE BY ORDERING TODAY!

ROCK-OLA MFG. CORPORATION
800 NORTH KEDZIE AVENUE • CHICAGO, U. S. A.

**YOU'RE THE WINNER
WITH**

BIG BANK NITE





A. J. LA BEAU

LA BEAU NOVELTY SALES DOING GREAT JOB FOR ROCK-OLA!

For 18 years, Mr. A. J. La Beau has been in the coin machine business. And every year has shown an increase in the expansion of his business, until today his firm—the La Beau Novelty Sales Company is in a position of top importance in the coin machine world of the Northwest.

The La Beau Novelty Sales Company has had headquarters in the same vicinity for 7 years. Three times during that period it has been necessary to expand and move into larger quarters.

Today the firm has the largest display rooms and most complete repair shop and service department in the Northwest. Three trucks and two passenger cars are in constant use, and the firm employs an office and service force of 7 people—4 mechanics, 2 salesmen, 1 secretary, always at the service of operators.

Visitors to the La Beau headquarters are all enthusiastic about the remarkable recreation rooms for visitors. Showers are available, as well as shaving facilities for operators.

A growth as sensational as this can only be attributed to fair business dealings with operators at all times. Mr. La Beau enjoys just such a reputation to the fullest degree.

Right now, La Beau is having his greatest success with ROCK-OLA Multi-Selector phonographs. "I've never enjoyed working with a product so much," Mr. La Beau states. "My customers are so pleased with

every ROCK-OLA Multi-Selector they buy that they always come back for more. And that's a mighty fine way to do business!"

Mr. La Beau is also most enthusiastic about the great success he is having with the ROCK-OLA pay tables he is now selling to Northwestern operators. He reports placing large, substantial orders for ROCK-OLA'S new QUEEN MARY and also for ROCK-OLA'S CREDIT. "They're both great tables!" he said. "They are sure making a big hit with the men in my territory!"

AL CHRISTMAN OF DECCA DISTRIBUTING CORPORATION SCORES IN CLEVER ADVERTISING TIE-IN

Don Leary, energetic and efficient secretary of the Minneapolis Amusement Games Association, sends the following story of the interesting and unusual advertising scheme which Al Christman of the Decca Distributing Corporation engineered in Minneapolis and St. Paul. A sound proposition with advantages to the operator as well as the showman.

"This part of the country is singing the praises of Al Christman, field manager in this territory for the Decca Distributing Corporation, manufacturers of Decca records. Through the co-operation of Harold Kaplan, manager of the Minnesota Theatre in Minneapolis, and the co-operation of the manager of the Paramount Theatre in St. Paul, Christman scored one of the smartest merchandising helps that we have ever had the pleasure to see. During the week of August 7, the Minnesota Theatre is running "Rhythm On the Range," the new Bing Crosby picture. Inasmuch as Decca discs of two of the popular numbers are featured in this show, Christman went to Kaplan and succeeded in having him furnish 11x14 cards with the following inscription:

"Hear Bing Crosby sing "Round-up Lullaby," (Record No. 1) and see Bing in his new picture "Rhythm On the Range" week starting August 7, Minnesota Theatre"

"Christman saw to it that every music operator in the city of Minneapolis received these cards free of charge. The result is that music operators in Minneapolis are receiving a successful play on these hit tunes this week, and the Minnesota Theatre is getting a real "plug" for their show. Operators have so enthusiastically responded to the idea

that Christman is working out a plan with Mr. Kaplan, manager of the Minnesota Theatre, to see that future shows featuring singers Decca has records for will receive the same type of mutual advertising.

"I believe this idea should be passed on to operators throughout the country, as I am sure that managers of local theatres will always be more than glad to have the opportunity of advertising hit tunes to the advantage of the music operators, if by doing so they can also advertise their shows. I am sending you under separate cover a copy of the poster which is appearing on about 250 machines in the city of Minneapolis this week."

CLOERS START IN COIN MACHINE BUSINESS IN INTERESTING MANNER

H. J. Cloer and Mrs. Cloer have an unusually interesting story to tell concerning their entrance into the coin machine industry.

A trip to Florida several years ago proved to be the turning point in his career. It happened in this way. While crossing the Mississippi River, via the ferry boat, both Mr. and Mrs. Cloer became interested in playing the coin-operated games and found them intensely fascinating. They were amazed to note the many coins they inserted in these games and the pleasure and thrill they received playing the games, win or lose. They commented upon the fact that they really enjoyed patronizing these games. Finally, upon their return to Fort Worth, so much were they favorably impressed that they decided to go into the coin machine business.

Such is the true story of the beginning of their interest in the industry. Today, Mr. Cloer is operating games and is a member of the recently organized firm of Fort Worth Capehart Music Company located at 108 West Lancaster Avenue, Fort Worth, Texas. He is associated in this business with Mr. T. H. Angell, also a veteran operator.

Next time a man tells you that talk is cheap, ask him if he knows how much a session of Congress costs.

Farmers are learning that, before they can begin saving for a rainy day, they must have the rainy day.

So Live, that When You come to Die even the Undertaker will be sorry!—Mark Twain.

Confidence of the Public Is Important

By J. S. KAMINSKI

Automatic merchandising and operating of automatically coin-controlled devices has always been an interesting business in itself. It is the business of the future for those who enter now. In the years to come, coin operated machines will be on an even par with that of any of our large industries, like steel, lumber, etc. Ours, the coin operated business, is growing by leaps and bounds. One of the greatest obstacles confronting the coin machine operator is that of building and holding public confidence. Yes, public confidence in every coin controlled device on the market today. That is issue No. 1.

The newspapers and the law have been a little too harsh towards our business. But the tide, friends, is turning. Every day these people are beginning to use more reason and common sense when it comes to dealing with the operators and the industry in general. For years and years now, I have been striving to bring out the general good that there really is in licensing vending machines. When you obtain a license as an operator, you immediately become a friend of law enforcing bodies—and that is your ace in the hole. Newspapers become friendly. All suspicion is gone, then operating becomes a pleasure—not a nightmare. We in Cleveland, Ohio, have been strongly urging licensing and it has come to pass. You Ops in your respective cities should do all in your power to help license your machines without delay so that you can operate as you want to operate—in real business style. Your dealer who keeps your machine on display feels at ease, so do you. You can rest assured that when licensing is 100 percent effective throughout the good U. S. A., you will see good times ahead for your business.

Manufacturers will triple their business and the product they have to sell will increase a hundredfold in actual sales. And that is exactly what we want to see done. Then you will know too that, through such licensing, you are operating a legitimate business, because it meets with approval of those who were your bitter foes, law and the papers. So as

a helpful hint, keep after your local councilman or proper official of the city and urge him, through a letter, phone call, or in person, to pass some kind of legislation to license machines. Tell him that the city will derive a steady income from this source. Remember that it is for your protection. Everyone in the coin machine industry knows just where we all stand on the question of operating our business without the usual molestation coming from all sides. Your answer is and always shall be licensing.

Now as for slugs of all types which have been finding their way into the coin machines that we all operate—I believe that the modern reel type Bell vendor is the safest slug-resisting machine on the market. The manufacturers certainly have shown excellent work in eliminating slugs from this type machine. Knowing that in most of the Reel Bell machines, the coin shows through a series of slots protected by a glass front, the player will hardly ever drop a slug into such a machine. Coin machine manufacturers have shown us that they could do it. All other types of machines still have slugs coming into their coin boxes—and that hurts our profits. I think that if you had some small labels printed, reading, "Please do not use slugs in this machine. Thank you," your profits should increase per machine. However, thank goodness, inventors are continually working on a slug-proof device. And they will find it, too.

For years now I have been operating a string of 1-cent peanut machines. It always pays to be courteous and friendly with and toward your location man. Peanuts never stay in my machines more than 7 days at a time. After that I take them all out, replace with new peanuts. The old peanuts go into a large pan, placed in the oven and warmed. Then sprinkled with salt. These peanuts then find their way into other empty machines and they are good eating, too. Your public soon spots your machines and if you have stale peanuts, your customers will try them once, and won't buy them

again. You can't fool them in this respect, because you will only be the loser. Another important point is to be honest with your location man when you split the commissions. Don't try to chisel him out of a few cents. You might lose the location. I have seen many, many locations lost through such greed (but not on my part, this happened to be another Op).

Pin ball game machines are still strong profit makers. However, keep them away from the small children and especially away from schools where they are bound to do more harm than good. The law receives many complaints from school teachers, and they are quick for taking action to make it hard for Op and location man.

I have fund salons, also known as beer parlors, clubrooms of all kinds, church bazaars, picnics, and home parties on a larger scale have proved to be real money makers in these days of looking for new paying locations. Did you ever try them? Do!

One important fact as concerns Penny Arcades is this. Out here at Cedar Point, Ohio, there is a large amusement park which has a penny arcade, but the sad part is that they do not keep the vending machines in mechanical order. They are unpainted, dirty looking, and are not placed in such a way as to attract public attention. The machines should be junked for they are all too old. Imagine an Arcade in such shape and as well known as the park is—being daily patronized by thousands. The same applies to Euclid Beach Park at Cleveland, Ohio. Watch this vital point in operating a penny arcade or you will lose a nice income. Too many Penny Arcade operators pay no attention to this sound policy. Keep new machines in your arcade, or keep the ones you have in good condition. Many machines take the penny or nickel, but return nothing, for they are not in mechanical working condition. The public gets pretty sore about this

The young man or woman who enters the automatic vending machine business now will never regret it, for in the years to come, this industry will climb to new heights, leading on and on, until all discouragements and failures will be a thing of the past. We all know that operating a few or a string of vendors means good hard work. But one satisfaction is evident, that of knowing that you are independent and your own boss. I, years ago,

worked behind a power machine and worked hard, too. But don't ask me to take a job like that one back again. I would never trade. I can see the future in this business and so do many manufacturers of vending machines. They are expanding rapidly because business demands them to do so. But the greatest of all things, and the one that stands for our future success, is to be sure that when your machines are getting too old—junk them, buy new ones and keep up with the times, or you will most certainly be left far behind. Investing in new equipment means that you are anxious, as an Op, to continue to be successful.

Every month I look forward eagerly to my copy of the Automatic World, knowing that I can select new machines from reliable dealers who advertise in it. In this manner, the news in the World keeps me posted so that I know that I am on the right track to financial independence.

ROBBINS TO DISTRIBUTE ROLL A BALL

"I think so highly of the perfect construction of the Roll-A-Ball bowling game, that I intend operating a large quantity in addition to acting as exclusive factory distributor for this game in Greater New York." This statement was recently made by Dave Robbins, of D. Robbins & Co., Brooklyn, N. Y., to a representative of this publication. Dave was highly enthusiastic about Roll-A-Ball and said that he had tested several games on location and found them to be not only mechanically perfect but marvelous money makers. Dave says that even where no prizes were given on Roll-A-Ball, some of these games grossed as high as \$130.00 per week. "I have never yet seen a legal skill game with no prize awards earn as much money as Roll-A-Ball. The secret is, that the players get a real kick out of playing Roll-A-Ball. Just imagine what this game will earn when prizes are given for the highest daily or weekly scores!" said Dave.

A new beer, according to the ads, "picks you up." Just the thing to take, then, after the eighth or tenth whisky.

It was an actor's double, and not the actor himself, who tried to commit suicide the other day, Hollywood reports. That seems to be carrying the double system too far.

Groetchen Announces New Counter Game

Gretchen's new Columbia Jack Pot Bell has been welcomed into the slot machine fraternity by slot operators throughout the world. This radically new machine is a complete transition from the old style mechanisms. Columbia is a fully automatic payout bell or side vender, with double jack pots. Reels have 10 stops, but 20 symbols each. The payouts are made on the customary Bell Machine combinations, either on the standard or mystery basis. The double jack pots pay alternately, in addition to 20 payout on three bar combination. The capacity of the jack pots is adjustable by a mere turn of one hexagon nut. The maximum jack pot capacity is 40 quarters or 60 nickels each. Columbia has no coin tubes or payout slides as in the old bell mechanisms. Instead the coins are stored in an 80 partition horizontal wheel, standing on edge within these compartments. No coin touches the next one. Therefore, Columbia will work equally as fast on worn coins as on new coins fresh from the mint. As the coins are inserted through the gooseneck coin drop slot, they are checked for correct diameter. After releasing the mechanism for play, they drop into a rotary escalator, which shows the last six coins played at all times. From the last station in the escalator the coin drops into the 80-station rotary coin magazine. At each play this coin magazine moves one notch to the right (counter clockwise). Whenever there is a payout it moves a corresponding number of notches to the left, and the correct number of coins are ejected into the payout funnel through a cam. Once the coin magazine is completely filled (80 coins), the coins overflow into the jack pot loading chute, which keeps both Jack pot loaded. A certain percentage of the coins go into the cash box, while the Jack Pots are being loaded. Once the jack pots are full, all coins go into the cash box, which holds about \$80.00 in nickels.

Columbia's mechanism is protected against rough play by a safety ratchet on the handle, and a specially constructed slip clutch for the handle. Whenever the handle is slammed unduly hard, this clutch disengages the handle from the mechanism

and the player must come back slowly with the handle and press it down in normal way in order to obtain play on his money.

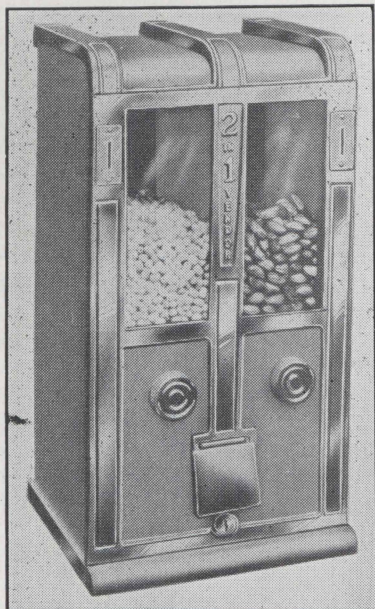
Each Columbia machine plays pennies, nickels, dimes and quarters. The change from one kind of coin to another can be made right on the location within less than five minutes. Only two parts are necessary to make the change from one coin to another. It is simple to make the change and no experience is required. These extra parts are furnished free of charge. Think of it—every Columbia machine gives you the service of four individual machines. Whether you need quarter machines for a convention tomorrow, dime machines for a club or penny machines to open a new territory, you have a machine for every occasion. Gone forever is the need for several machines, or when they cannot be on location making money because of the wrong denomination.

Columbia gives positive protection against slugs. In fact, it is silly for the player to insert slugs for this reason: Columbia pays out first the coins which have been inserted last, after they have passed through the escalator. This means that any player who plays for slugs in Columbia is paid in his own tokens. This is just like paying from the top of the tube in other machines. Just figure the extra profits accorded you from slug elimination alone.

Columbia is small enough to fit in any location, yet large enough to stand out and attract play. It is 12 1-2 inches wide, 11 inches deep and 16 inches high. Because of its low weight, only 38 pounds, Columbia is more portable than the usual Bell. Heavy steel doors, Illinois Superduo Locks protect the machine from thieves.

Columbia's smartly designed cabinet commands immediate attention wherever placed on location. Beautifully lacquered cabinets for your ultra smart night clubs or natural oak for your taverns. Columbia is at home in every type of location. Built strong enough to withstand the grip of a prize fighter, yet delightfully attractive especially to ladies, who like the easy action of the gearshift type handle, the non-tiring, swift play, the magnificent money display of its double jack pots.

ROBBINS 2 IN 1 VENDOR



AMERICA'S

**MOST PRACTICAL
BULK MERCHANDISER
IMPORTANT FEATURES**

- 1 99% slug proof coin slots, rejecting practically every commonly used slug or washer.
- 2 Water-proof construction, so that machine can be placed on outside as well as inside locations. TESTED and PROVEN mechanically perfect!
- 3 Vends over 20 DIFFERENT, fast selling items, including salted peanuts, pistachio nuts, cashew nuts, chewing gum tablets, jellybeans, pumpkin seeds, toys and candy, etc.
- 4 Beautiful modernistic design, which makes it easy to secure the best locations. Highly polished aluminum front, steel sides, baked enamel finish. All parts treated to resist rust.
- 5 Vends goods at 40c to \$1.00 per pound. Easy to adjust for various portions.
- 6 Substantially constructed to be a life-long money maker. Earns TWICE as much as a single column vendor with no additional servicing cost.

● **LIFE TIME** ●
**PROFIT
MAKER**
●

JOBBERs and OPERATORs!
WRITE FOR PRICES TODAY!
P.S.—“Route Salesmen” Wanted

O. ROBBINS & CO.
1141 De KALB Ave. — BROOKLYN, N.Y.



MEMBERS OF THE ORGANIZATION, AND THEIR FAMILIES, OF THE Mid-West Novelty Sales Company, Capehart Orchestrope distributors. Picture taken at Honor Height Park, Muskogee, Okla., during the annual summer picnic of the “Mid-West” family.

MID-WEST NOVELTY SALES ORGANIZATION HOLD PICNIC

“Don’t sell the Mid-West Novelty Sales Company short” is the way Brisbane might say it. The company, headed by M. T. Pfrimmer, is one of the most aggressive organizations of its kind in the Middle West and is achieving remarkable success as distributors of the Capehart Orchestrope.

Mr. Pfrimmer believes that a friendly and co-operative spirit is one of the finest assets any organization can have, and the annual summer picnic is one of the occasions used to promote this good fellowship—an esprit-de-corps which brings splendid results.

“We feel we have one of the finest little organizations there is,” says Mr. Pfrimmer, “and that they are giving their public the best music in the world when they are selling Cape-

hart Orchestropes. They are thoroughbreds, every one of them, and they are all in the field now and doing the best job of selling that has ever been done in this organization.”

Mr. Pfrimmer reports steadily improving business conditions and states that prospects never looked brighter for the alert operator.

A Nebraskan dying at the age of 115 attributes his longevity to the high cost of living which compelled him to eat plain, substantial food. But who wants to live 115 years without smacking his lips over something expensively tasty?

After this when a Republican announces he’s a candidate for President he should be forced to designate in what state.

A man can be pretty accurately measured by the size of the thing that makes him angry.

MILLS NOVELTY COMPANY SOFTBALL LEAGUE

Composed Entirely of Mills Employees

12 Fully Uniformed Teams

Play Every Monday and Wednesday Nights

This is the largest company sponsored league in the world

180 Men in Uniform

MILLS ATHLETIC STADIUM

Kilpatrick and Lake Streets—Chicago

Grand Stand Free

Box Seats 10c

McCLELLAN SEES BRIGHT BUSINESS OUTLOOK AHEAD FOR AMUSEMENT TRADE

Gross incomes of Pacific Amusement Mfg. Co., took a decided turn upward in the latter part of last year, according to advices from Fred C. McClellan, president of the company. Throughout 1936, the company reports heavy car-loadings leaving their Chicago plants for country-wide destinations, rounding out the first seven months with the biggest profit-record in Pacific Amusement history. Mr. McClellan attributes the extraordinary success of his company to the better business trend which has become so evident in other lines of business during a like period of time. However, he points to the fact that the new "Pamco" line of products has established an enviable reputation in the field of new game inventions, with the great majority of operators reporting favorably on their investments in "Pamco" amusement games.

The amusement games industry has contributed heavily to the recovery program, says McClellan. During the leanest years of the depression it provided employment for many thousands of men and women. Raw materials, fabricated metals, cabinets, paints, glass and other materials used in the construction of pin table games, all played an important part in their contribution toward the reawakening of commerce. Labor benefited to a considerable degree. Carloadings of games meant much to the rails during those now-gone depression years. Today, the business of building and distributing amusement games is steadily increasing. More materials, more employment, is the immediate outlook. With Pacific pointing toward greater undertakings, and with a most comprehensive expansion program now under way to accommodate increased demands for their products there's every evidence that merchants and operators are now enjoying good returns with lively expectancies for a busy season directly ahead.

Jack Keeney's man, Becker, received a most entertaining and appreciated letter from an operator this week, commenting on the Velvet games which he has in operation in his territory. This southern operator remarked that in one location he had a Velvet game along with four other makes of tables. One day this

operator said he received a 'phone call from the location stating that all of the games except the Velvet game were out of order and needed fixing up. The operator said that he could not understand it, as the other games, as well as the Velvet game, were brand new and were of dependable quality, but he said he would be right over. When the operator arrived on location, he found out that the other machines were actually in no condition to be played because they were damaged by persons sitting and leaning on them while they watched their friends play the Velvet game. The coin chutes were bent and the plungers damaged.

Friend—Which of your works of fiction do you consider the best?

Author—My last income tax return.

MAX GLASS ON IMPORTANT TRIP TO WURLITZER

Mr. Max Glass, of Gerber and Glass, Chicago, left Chicago Thursday evening, July 30th, for North Tonawanda, New York. It is presumed by those "on the inside," that this most important trip will result in real news for the entire automatic business. At the present writing, it is understood that one of the biggest deals between a manufacturer and distributor is about to be consummated. Questioned as to "what's going to happen," all Max would say, "If everything goes as I expect it to, you'll find out about it soon enough. Just be patient."

We know a man who is so lazy that he married a widow with five children.

ELECTRO-BALL CO. Inc.

Distributors of Coin Operated Devices

MAIN OFFICE 1200 CAMP STREET
DALLAS

PHONES:
Local 2-2413
Long Distance 425
Teletype Connection Dlx 287
Direct Western Union Connection

BRANCHES IN
Waco, Texas
Houston, Texas
Memphis, Tenn.
New Orleans, La.
Fort Worth, Texas
San Antonio, Texas
Wichita Falls, Texas
Oklahoma City, Okla.

92 CHEATERS CHEATED

Slug Cheater Demonstration Proves 92% Protection

DALLAS, Texas, July 24, 1936.—Ninety-two slug cheaters were themselves cheated in a very severe slugging test on the new SLUG-PROOF Seeburg Symphonola at the offices of the Electro Ball Company, Inc., this city.

The eight slugs listed below the 92 did work in the machine. This gives the operator of the SLUG-PROOF Seeburg Symphonola an absolute 92 per cent Guarantee against every popular type of slug in existence at this time.

It is believed here that this is the highest average of slug-proof protection yet attained by any coin-operated phonograph. The bottom sworn statement was released to offset any disbelief on the part of skeptics.

3c play only
\$10.00 additional.
5c and 10c play
\$15.00 additional

STATE OF TEXAS,
COUNTY OF DALLAS.

Before me,
on this day personally appeared A. C. Hughes, who deposes and on oath states that the above statements are correct.

Signed and sealed this 24th day of July, A. D. 1936.

A. C. Hughes
Notary Public, Dallas County, Texas.

★ **TEXAS 1936 CENTENNIAL** ★

★ Pin Games; Automatic Phonographs; Cigarette, Nut, Gum and Candy Vending Machines; Scales; Salesboards. ★

MAILING PIECE SENT OUT BY ELECTRO-BALL COMPANY, DALLAS, showing percentage of perfection attained by Seeburg's slug-proof Symphonola. Ninety-two per cent is really a record protection to the operators. It is believed that this is the highest average for slug rejections reached by coin-operated phonographs.

THORO-BRED OPENS WAY TO BETTER LOCATIONS

The recent announcement of Western's Thoro-bred was greeted by a deluge of orders from operators all over the country. Accompanying these orders, many operators enclose short notes commenting on the merits of the machine and also asking for various kinds of information. Needless to say, the general theme of the letters were of the praise-worthy type. One of the most important facts brought out in practically all of the letters was that Thoro-bred enabled the operator to obtain better type of location.

Probably the best insight and testimonial to Western's Thoro-bred can be gleaned from the remarks made by a big operator who requested the omission of his name.

My operations extend over two whole counties. I employ 12 men, and I have been operating for more than 15 years. I am telling you all this so that maybe you will appreciate what I have to say. To be perfectly honest with you, I always purchase at least one of every new machine that is announced. I have found that this method works very successfully. I try the new machine in various spots and if it makes money, I send a nice big reorder in. In the territories I operate, there are a number of "sporty locations" that

I never could get into. They always politely stalled me with 'Yes, what you say is true, but we can't afford to lower the dignity of the place.' Well, I figured that if I couldn't get those locations nobody else could.

"When I saw 'Jimmy' Johnson come out with Thoro-bred, I ordered one. After receiving it, the first thing that popped into my mind was, here's the machine all those ritzy places will certainly want. I loaded the Thoro-bred onto my light truck and set sail. I walked into an exclusive night club and as soon as the manager saw me he started shaking his head. I urged him to let me unload the machine and set it up and if he still didn't want it, I'd buy \$10 worth of liquor to compensate him for the time he spent with me. He finally consented, and I set Thoro-bred up. Well, this manager is bothering the devil out of me to get another one for him. He tells me that in addition to the big money it is earning, many people are coming to his place just to play the machine. For myself, I've never made more money on a machine in all the years I've been in the operating business.

"The funniest part of the whole thing is how the news of this one Thoro-bred has traveled. I have received calls from six big hotels, two country clubs, enumerable night clubs, taverns and recreation parlors. I have just ordered twenty more Thoro-breds and if each of them just nets me one-fourth of what that first one is, I'll order at least 100 more."

"Thanks to Jimmy and his Western Equipment and Supply Company—Put 'N Take made plenty of 'what it takes' for me, but this Thoro-bred machine actually puts it to shame."

"Jimmy" Johnson, owner of the Western Equipment and Supply Company stated that although the orders on Thoro-bred have been very heavy, shipments are not being delayed. At the present time, with Western's large facilities at hand,

the force has been increased and the plant is running 18 hours a day. All orders received for Thoro-bred are shipped to their destination immediately.

BALLY-ROLL KEEPS JIM BUCKLEY BUSY

Jim Buckley, general sales manager of Bally Manufacturing Company, says he is going to put in a claim for commission from various rail and air lines. "BALLY-ROLL," Jim points out, "has certainly boosted the earnings of the carriers. Not since the early days of Rocket has he had so many visitors at the plant—all rushing here to see, play and buy BALLY-ROLL."

Among the many distributors seen at the Bally plant last week were Jack Fitzgibbons of John A. Fitzgibbons, Inc., New York; Meyer Marcus of The Markepp Co., Inc., Cleveland; B. D. Lazar of B. D. Lazar Co., Philadelphia; Harry Moseley of Moseley Vending Machine Exchange, Richmond; Bill Haepfel of Badger Novelty Co., Milwaukee; Carl Hoelzel of United Amusement Co., Kansas City.

"Sales volume on BALLY-ROLL," Jim stated, "have so far exceeded our expectations that we have had to drastically revise our original production plans. However, by the time this goes to press we will be in full production and making real headway toward filling the thousands of orders now on hand. Without exception, BALLY-ROLL is the biggest hit we've ever announced."

ANDREW GARRETTA & COMPANY MOVE TO NEW LOCATION

Andrew Gorretta & Company of Cleveland, manufacturers of cigarette vending machines, has recently moved into larger quarters using 24,000 square feet. Their new space includes a painting department and cabinet making machinery.

Very shortly, Andrew Gorretta & Company will put out three new candy vening machines; a one-column Hershey Chocolate vending machine, a six-column candy vending machine using standard five cent bars, and a four column penny vender for nationally known chocolate candies. These new machines will all have the patented Gorretta Slug Ejecter which is now being used on their cigarette machines.

F. C. EWING CO.

The Operator's Friend

Triple Cleaned Peanuts Cashew Nut Meats

Fancy Grade for Vending Machines

ALL NUTS ROASTED AFTER
ORDER RECEIVED

Write for Prices

AMERICAN CHEWING PRODUCTS

¾" and ½" Ball Gum

1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

BARGAINS--GUARANTEED--BARGAINS

3—TYCOONS	(Electropak)	Each \$54.50
1—HIALEAH	(Electropak)	54.50
2—DAILY RACES	(Electropak)	54.50
1—RED SAILS		49.50
1—PINCH HITTER		49.50
2—JUMBOS		29.50
1—MULTIPLE		74.50

WEWOKA NOVELTY COMPANY

25 Per Cent Deposit

BOX 755—PHONE 801

WEWOKA, OKLAHOMA

JACK NELSON GENERAL PASSENGER AGENT FOR ROCK-OLA

Jack Nelson, General Sales Manager of the ROCK-OLA Manufacturing Corporation, now has an added position and added duties upon his broad shoulders. He has now taken upon himself the title and position of General Passenger Agent for the ROCK-OLA Lines.

The ROCK-OLA, as the industry knows, has just launched its new super luxury liner—ROCK-OLA'S new 1-shot pay table QUEEN MARY.

"It looks like every pay table operator in the business is booking passage on QUEEN MARY," says General Passenger Agent Jack Nelson, "and from QUEEN MARY collection reports the boys are sending in, they certainly must be enjoying their ride on our QUEEN MARY—and cleaning up some real grand profits as they go along!"

The success of QUEEN MARY is a good example of the merits of ROCK-OLA'S policy of testing and proving all their tables on actual location before releasing them for sale. Before QUEEN MARY was shown to any one or announced to the industry, it had undergone a severe and conclusive schedule of testing on actual location in several territories. Not only was every detail of the mechanism carefully checked while on test locations, but the play was closely watched to determine accurately the appeal to the players of the many QUEEN MARY features.

Players were interviewed right on location, while actually playing QUEEN MARY, and asked for the features that appeal to them the most and that influenced them to play the game.

According to the ROCK-OLA men who conducted these extensive pre-production tests, the players were just about equally divided in their preference for the following QUEEN MARY features:

(1) The Mystery Coin Chute. Players are intensely held by the excitement and suspense of not knowing until the lights have flashed up and down the row of pockets at the bottom of the field, just which pockets will light up (the ball must fall into a lighted pocket to score).

(2) All players were frank in admitting the strong attraction of QUEEN MARY'S big \$8.00 Blue Ribbon Award — and QUEEN MARY'S grand top award of \$10.00.

(3) QUEEN MARY'S magic score increasing switches came in for a great deal of enthusiastic comments from the players. Players all report getting a big thrill out of watching their odds magically increase every time the big QUEEN MARY 1 1-2 inch Cateline Ball runs over the score increasing switches.

(4) Among the features that interest players greatly, according to their own comments, is QUEEN MARY'S clever ship bell sound effects. This bell effect has a very pleasing sound and players say that they catch themselves striving harder to win in order to again enjoy these sound effects.

(5) Every player interviewed said immediately that they were very much impressed by the huge 50 inch QUEEN MARY cabinet and that the expensive appearance and striking beauty of the game immediately drew them to it.

(6) Players were equally as impressed and enthusiastic about the beautiful, colorful playing field of QUEEN MARY. They enjoy very much the striking, colorful illustration of the gigantic liner pulling into port, with the impressive skyline of New York in the background . . . an

airplane escort soaring above . . . and the deep blue waters of the Atlantic all around.

This resume of the actual players' reaction to the features of QUEEN MARY will prove interesting to all pay table operators who are, themselves, watching the unusual popularity of their own QUEEN MARYS in their own locations. It will help them to understand why QUEEN MARY is making such great profits for them. And it will convince them of the wisdom of placing QUEEN MARYS in all their pay table locations.

The old tightwad was suffering on the operating table, both from the pain and fear at the sum the doctor would extract from him. Finally he could not restrain himself any longer and blurted out from semi-consciousness:

Doctor, how much will the operation cost me?

One hundred dollars, the physician replied.

But, doctor, I want just plain sewing; no hemstitching.

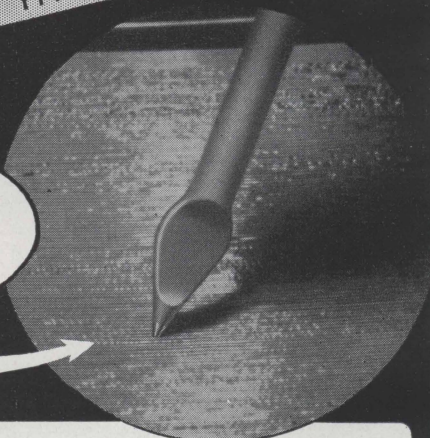
It's a wise man that does not waste time in regrets of Yesterday.

APPROVED AND
RECOMMENDED BY EVERY
PHONOGRAPH AND RECORD MANUFACTURER

PERMO-POINT

THE PERFECT 2000 PLAY PHONOGRAPH NEEDLE

PLAYS BETTER
AND RECORDS LAST LONGER
BECAUSE ITS
All in the point!



PERMO PRODUCTS CORP.
4311-13 Ravenswood Avenue
CHICAGO, ILL.

PAMCO "FASCINATION" BOWLING GAME GETS DISTRIBS' O.K.

Frequent visitors at Pacific Amusement Mfg. Co.'s Chicago plants, distributors, jobbers and operators are reported to have given some very favorable comments on Pamco's new bowl-a-game, Pamco Tango "Fascination." The big job has had to go through Pacific's rigid planning and proving program, according to I. M. McCarthy, general salesmanager. And, with this accomplished, McCarthy has been "sounding out" some of the most experienced and critical distributors of coin-operated equipment. Naturally, when they came in to look over "Fascination," the boys at Pacific were pleased to hear them give the game their hearty "okeys."

Pamco Tango "Fascination" is said to be quite unique in its scoring principle. Has five sets of numbers ranging from 1 to 25 on the backboard. There are five sets of holes, which are likewise numbered from 1 to 25 in the field. Scores are made by rolling five out of nine balls into a direct line of pockets, whether straight up and down, slant-wise, or across. Whenever a ball lands in a pocket, the corresponding number and light on the backboard becomes illuminated. A line in vertical formation may be good for 10 or 20 points. A line straight across for 10-20-30-40 or 50 points depending on which row of pockets the player has lined up in direct formation. There are two diagonal lines good for possible awards of 100 points each. If all nine balls form an "X" formation, the player captures double the top award or 200 points.

Quite a similarity is noted between Pamco Tango "Fascination" and "screeno" as played at thousands of theatres throughout the country. And with Pacific injecting this principle so cleverly into their bowl-a-ball principle of scoring, the game is said to have struck up quite a satisfying chord with jobbers and operators who've already viewed it.

2 IN 1 VENDORS GET EXTRA PROTECTION

It is a well known fact that outside locations near newspaper stands or near an open window are the best and most profitable places for bulk merchandisers. However, outside machines are subject to theft and tampering. D. Robbins & Co., Brooklyn, N. Y., are now inserting labels in all of their 2 In 1 Vendors, reading as follows:

WARNING!

\$25.00 REWARD

will be paid by the manufacturer of this machine for information leading to the arrest and conviction of any person caught tampering with, inserting slugs, or trying to steal this machine.

D. ROBBINS & COMPANY
BROOKLYN, N. Y.

This label, says Dave Robbins, will interest local police, so that they will keep an eye on the machines and endeavor to arrest anyone who tries to steal or tamper with the machine. The \$25.00 reward, says Dave Robbins, will be gladly paid by his concern, according to the conditions mentioned on the label. This seems to be a real case of a manufacturer endeavoring to help his operators after they have already purchased and paid for machines. That operators appreciate this extra service is proven by the many repeat orders which D. Robbins & Co. are receiving for their 2 In 1 double column bulk merchandiser.

Since Selassie emerged with a few millions from the Ethiopia debacle, certain depression-hit business men are wondering what civilization could have done for him.

A bunch of carrots, washed, peeled, sliced lengthwise and chopped crosswise, will improve any kind of soup you are making if left out.

Now it is feared that Congress will not adjourn until July 4. That's what comes of air-conditioning those office buildings.—Wichita Eagle.

ORIOLE COIN MACHINE CORP. MOVES TO NEW LOCATION

Announcement of the formal opening of the new location of the Oriole Coin Machine Corporation, Baltimore, Maryland, was sent to the World along with the following letter which they wrote to their many friends:

"In announcing our new home and location, Oriole Building, 138-148 West Mount Royal Avenue, we take the time to drop the busy things of life and regard among our assets your sincere friendship and goodwill, as well as the patronage you have accorded us, which has made this step forward possible.

"It is, indeed, worthy of our most sincere thanks, as well as our best efforts to rightfully serve you; and, our added facilities put us in an outstanding position to do this.

"In behalf of everyone in the Oriole organization, we invite you to come in and see us."

Congratulations and best wishes for your continued success!

Draper — These are especially strong shirts, madam. They simply laugh at the laundry.

Customer—I know that kind. I had some which came back with their sides split.

"I can't marry him, mother. He's an atheist and doesn't believe there's a hell."

"Marry him, my dear, and between us we'll convince him that he's wrong."

"That chicken we had at dinner was an incubator chicken."

"How do you know?"

"Any chicken that had a mother couldn't be that tough." — Ohio Hobo.

Dost thou love life? Then do not squander time, for that is the stuff life is made of.—Benjamin Franklin.

Times are so much better that hoboes are now complaining that when they ask for a handout somebody is always offering them work.

Somebody has discovered that women are the greatest believers in prisoners' parole. They never let a man finish a sentence.—Philadelphia Inquirer.

Giddap! Napoleon....

You don't drive a horse and buggy any more—because progress has provided a much superior substitute—an automobile. Progress has also provided a superior substitute for batteries:—ELECTROPAKS . . . on sale at all jobbers!

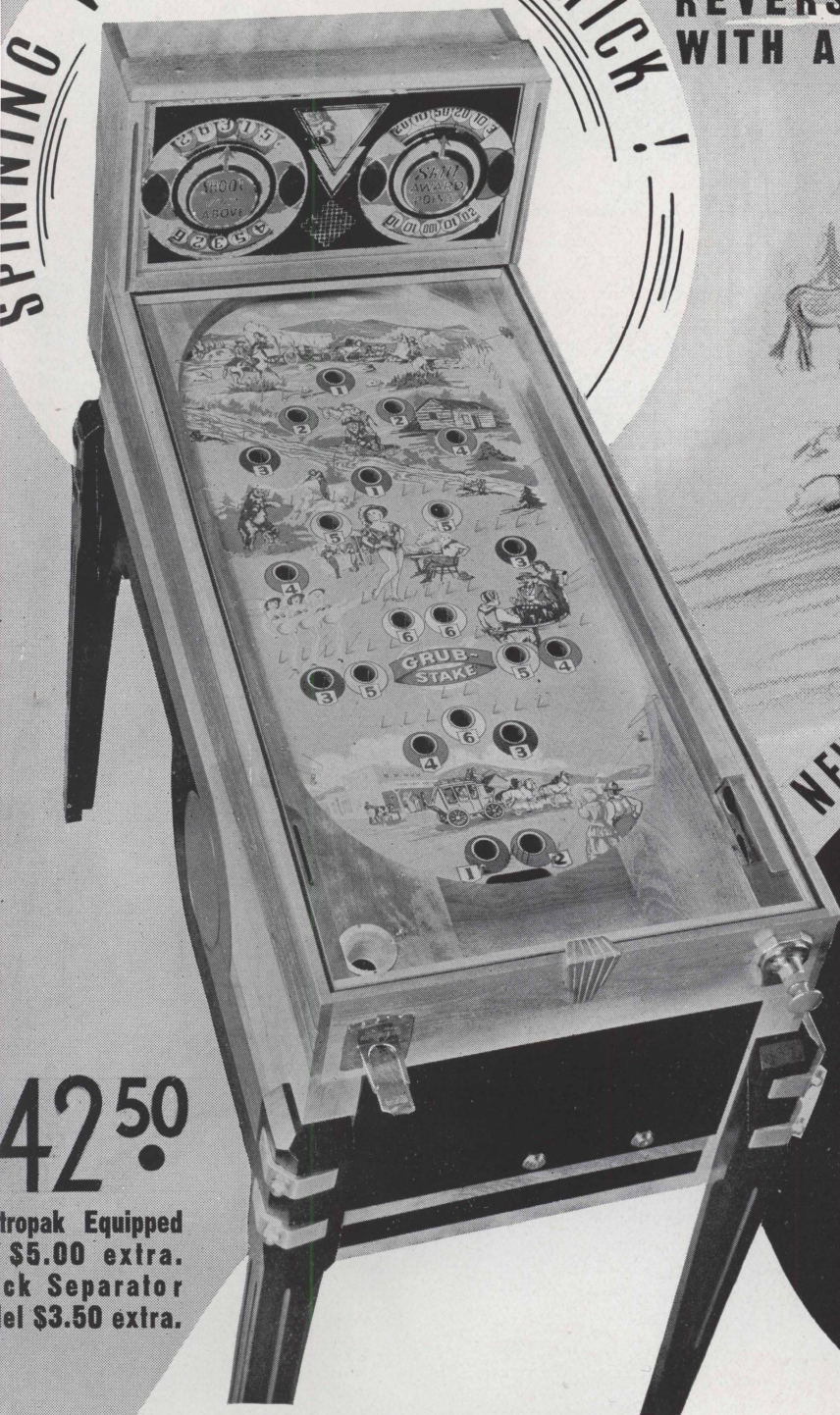
ELECTRICAL PRODUCTS CO., Inc, DETROIT, MICH.

New York Office: 152 W. 42nd St.

Chicago Office: 628 W. Jackson Blvd.

SPINNING WHEELS DO THE TRICK!

TWO LARGE WHEELS SPINNING
IN OPPOSITE DIRECTIONS
REVERSING—THEN STOPPING
WITH A CLICK!



42⁵⁰

Dropak Equipped
\$5.00 extra.
Coin Separator
\$3.50 extra.

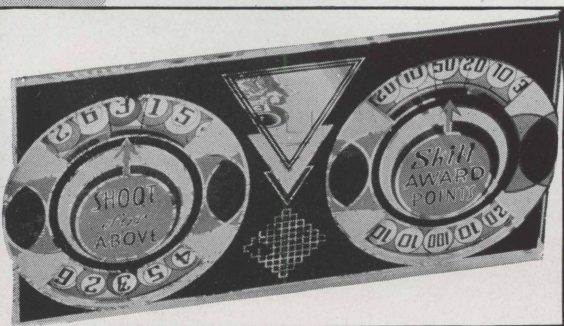
NEW 1 BALL AUTOMATIC PAYOUT TABLE

A.B.T.'s

GRUB STAKE

*Take the lure of the Wheel - add the
suspense of a Pin Game and you have
the Greatest of all thrillers!*

Two-thirds of the play is in the wheels of the backboard. When a coin is inserted, the wheels go into action. The player then shoots for one of the desired holes. Fast, fascinating and entertaining. This newest of A.B.T.'s games features advanced engineering ideas that assure you of positively trouble-free operation. GRUB STAKE your locations and you're set for long time, big time profits!



WHEN IT'S HOT IT'S HOT—WHEN
IT'S COLD IT'S DUE TO GET HOT—
GRUB STAKE EITHER PAYS OFF OR
IS READY TO PAY OFF—A REAL
"COME ON"!

A.B.T. MANUFACTURING COMPANY
3311 CARROLL AVENUE CHICAGO, ILL.

*Here's HOW
Operating Success is Sealed
and Delivered When You Order*

PAMCO BALLOT



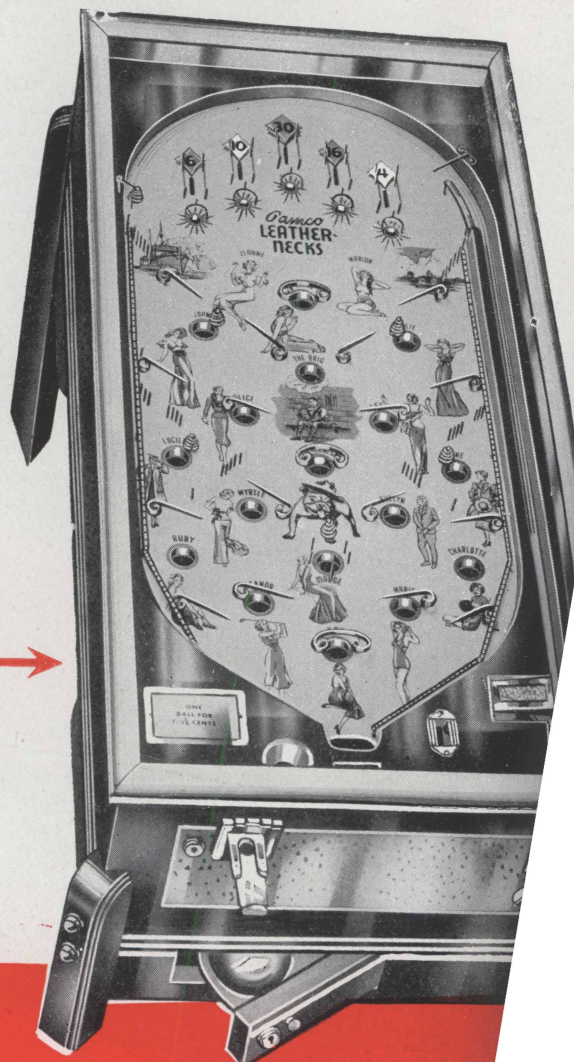
SIZE
50"
X
24"

1 Nickel
1 Chute
1 Ball
Game

FAST 1-SHOT GAME—BIG 'ODDS-COMMUTATOR' WITH 'WIG-WAG' LIGHTS CAPTURING BALL FOR PAYOFF

First choice of operators who shrewdly study the games they buy—PAMCO "BALLOT" offers THREE distinct degrees of play that INSURE LONG-INTEREST and up-to-date APPEAL long after ordinary games become obsolete. (1) CHANGING ODDS (2) CONVENTIONAL SCORING—and (3) ORIGINAL IDEA of "WIG-WAG" LIGHTS capturing the ball for payoff reeled off on Pamco "BALLOT'S" big "Odds-Commutator." From TOP to BOTTOM it's a WINNER—Pamco "BALLOT"!

PAYOUT MODEL \$129 TICKET MODEL \$139
Electropak and Check Separator Standard Equipment



SIZE
50"
X
24"
SI
N

U.S. Patent 2,029,177

PAMCO "LEATHERNECKS" →

is the PAYOUT of payouts in the lower-priced field! Has 5 SKILL shots that establish values of 4—6—10—16 or 30 to one on all payout pockets. Pamco "LEATHERNECKS"—with its POWERFUL principle of play—where the boys "make" the girls and the girls "pay-off"—is the game that'll fill your collection sheets QUICK!!

\$ 99 Straight Payout Battery Equipped
\$104 Straight Payout with Electropak
\$112 Ticket Unit with Electropak

U.S. Pat. 2,029,177
Electropak-Check Separator
Equipped

SOUTH COAST

PAMCO TANGO FASCINATION

ONLY DIFFERENT Idea in Bowl-a-Ball Scoring
Proves Far Superior to Regular Run Games!

Here's Why...

HAS EVERY
APPEAL of
'SCREENO'

as played at
thousands of
theatres thruout
the land.

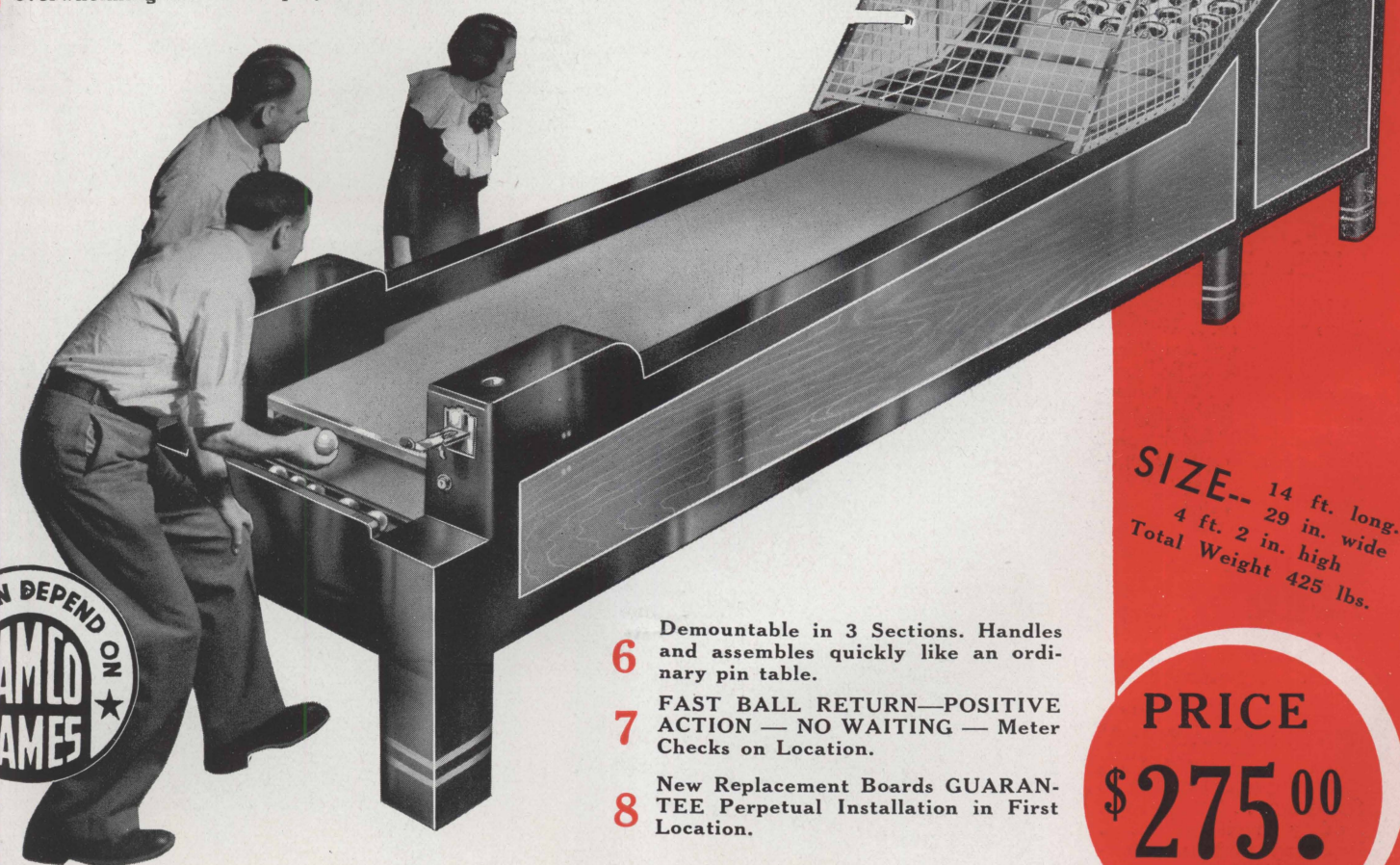
ALL AWARDS
INSTANTLY
POSTED ON
LITE-UP BOARD

Inclined Playfield is WIDE OPEN to SKILL accomplishment. Pockets appear in conventional arrangement. Looks EASY to LINE UP 5 balls Up and Down—Across—or Slant-Wise with nine balls on hand! Corresponding numbers LITE-UP on Backboard for each pocket occupied. Vertical or horizontal lines of lites pay 10—20—30—40—or 50 points. Diagonal lines each good for 100.

All nine balls in "X" formation brings top \$2.00 prize.

No guesswork—no adding mechanism needed—it's THERE in FULL VIEW!

Placed in any location—Pamco Tango "FASCINATION" draws surging overwhelming crowds of players—INCOMES for operators a PLENTY!



- 6 Demountable in 3 Sections. Handles and assembles quickly like an ordinary pin table.
- 7 FAST BALL RETURN—POSITIVE ACTION — NO WAITING — Meter Checks on Location.
- 8 New Replacement Boards GUARANTEE Perpetual Installation in First Location.

SIZE-- 14 ft. long.
29 in. wide
4 ft. 2 in. high
Total Weight 425 lbs.

PRICE
\$275.00

Wire Your Order for Same Day Shipments—Act Now!

AMUSEMENT COMPANY

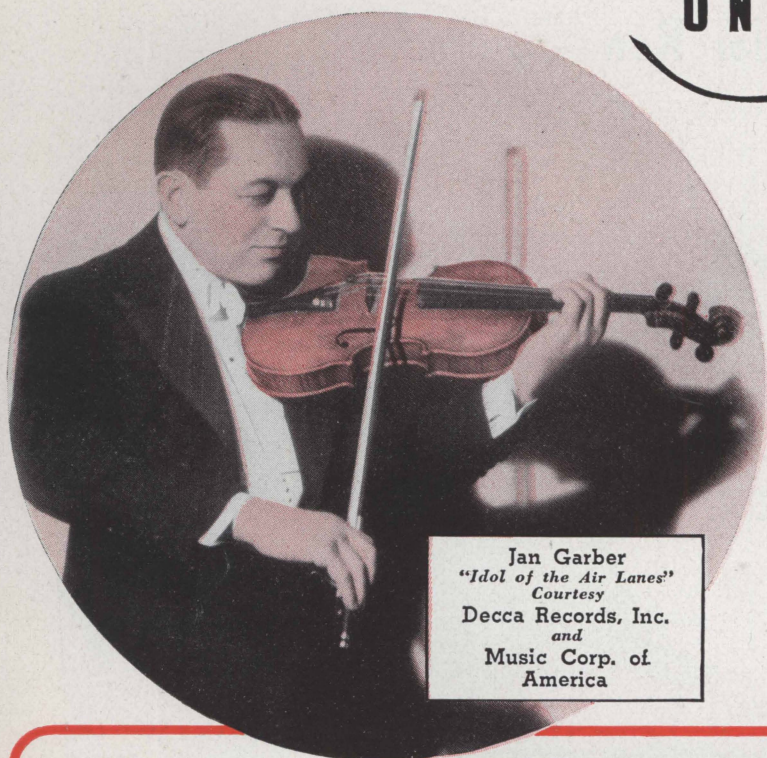
M. & M. Building, HOUSTON, TEXAS

211 S. Pearl St., DALLAS, TEXAS

It's like a MELODY from the SKY

ON A

Symphonola



Jan Garber
"Idol of the Air Lanes"
Courtesy
Decca Records, Inc.
and
Music Corp. of
America

Fine tone reproduction is so essential to successful music operation! Your patrons want *good* music—and they'll pay for it—if it's *good*.

For over thirty years, the J. P. Seeburg Corporation pioneered and successfully produced every major development in coin operated automatic phonographs. Certainly, this leadership can be relied upon to give you the very best.

The new SEEBURG HIGH FIDELITY SYMPHONOLAS are the finest achievements in the entire field. See their distinctive beauty—listen to their realistic tone. You will agree that every recording is like a "Melody From the Sky."

MODEL "C" and "D" MODERNISTIC

Model "C"—Standard Equipment . . . 5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. 12 Record Selectivity.

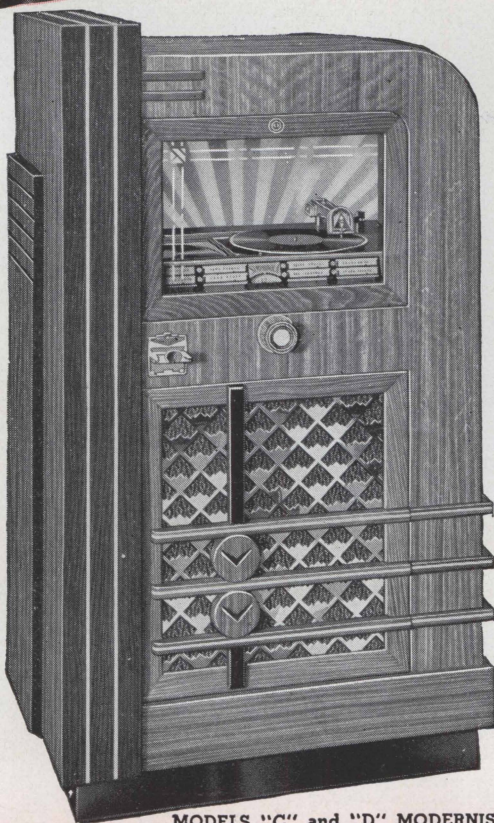
Model "D"—Deluxe—7 Tube High Fidelity Amplification . . . 2 Super Dynamic Speakers. 12 Record Selectivity.

MODEL "B"

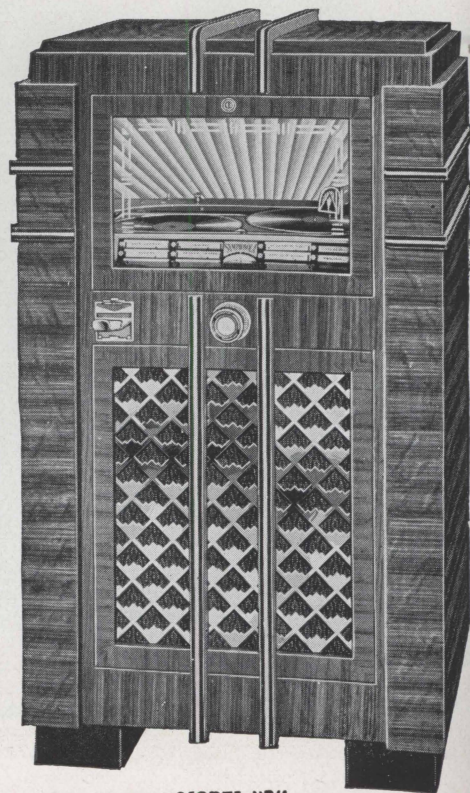
5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.

SUPER DELUXE MODEL "F"

3 Super Dynamic Speakers . . . 9 Tube High Fidelity Amplification . . . Designed to take Microphone Attachment with Extra Speaker for Public Address Systems—Orchestral—Vocal, etc. All Metal Chrome Finished Grill 12 Record Selectivity,



MODELS "C" and "D" MODERNISTIC



MODEL "B"

THE SEEBURG FRANCHISE



Listen to Jan Garber and his Orchestra play "Melody From the Sky" and other popular hits on Decca Records.

Photographs, Courtesy Decca Records, Inc., and Music Corp. of America.

Southern SEEBURG Representative

ELECTRO BALL COMPANY, Inc.

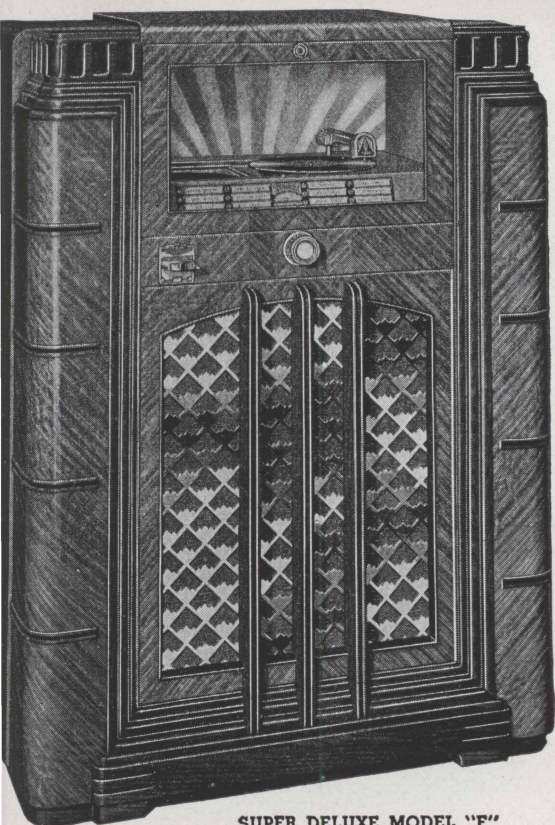
Main Office: 1200 Camp Street, DALLAS, TEXAS

Oklahoma City Waco New Orleans Fort Worth Houston
San Antonio Wichita Falls Memphis

J. P. SEEBURG CORPORATION

1510 Dayton Street

CHICAGO, ILLINOIS



SUPER DELUXE MODEL "F"

SEEBURG HIGH FIDELITY
SYMPHONOLAS

IS MORE VALUABLE!

THE UNFAILING "HEART" OF THE BOWLING GAMES!

STANCOR UNIVERTERS

**THE ORIGINAL
POWER PACK!**

Anticipating the needs of the manufacturers of the new bowling type games, the Standard Transformer Corporation has designed special Univerters for these games. Tried and proven by actual test in the laboratories of many of the leading coin machine manufacturers,

Manufacturers of bowling type games, and all other electrical, operated specifically send us your specifications and we shall be more than pleased to have our laboratory design a UNIVERTER for your specifications. In many instances our engineers have offered suggestions which have proved highly economical to manufacturers.

**NUMBER
U 600
DESIGNED
FOR AND
USED IN
KEENEY'S
BOWLETTE**

The Standard Transformer Corporation offers the most dependable, efficient and economical battery eliminators made. Operators who insist upon the permanency of their equipment, should by all means specify STANCOR UNIVERTER installations in not only the bowling type games, but in all electrically operated devices.



**A
STANCOR
UNIVERTER
FOR EVERY
PURPOSE!**

STANDARD TRANSFORMER Corp. 850 W. BLACKHAWK CHICAGO, ILLINOIS

HOWDY STRANGER!

Howdy, stranger! Light, hitch your nag and come on in. Maria has a mess of vittles 'bout ready, so rest yourself a spell and give us the news of the outside world.

We are all fixin' to go down to Frontier City to take in the Centennial, and it would do us proud to have you go along. They say that this little feller, Billy Rose, from up New York ways, has got together a real show that combines the real West of frontier days with the latest thing in modern spectacles hot off the bat on that street they call Broadway. There's also a heap of Injuns and Uncle Sam's boys in blue, so it wouldn't surprise me if there is a pretty bunch of fighting 'fore the day is over. Them Sioux and Comanches is fightin' sons o' guns, and I jes' hope there won't be no hair-liftin' in the excitement that will natcherly arise when the covered wagons loaded with pioneer settlers comes around the mountains.

Bein' as you are from the East, I'm sure you will enjoy seein' the real frontier Main Street on the Sun-

set Trail. I rode down it tother day, and, bless my soul, I almost put up my nag at the wagon yard and asked for a room at the Astor House. That Mexican 'dobe shack looks jes like them around old Santone, while Roy Bean's office looks jes' like the original out on the Southern Pacific west of the Pecos.

To tell the truth, stranger, it brought the moisture to these old brown eyes as I looked over the layout—for it brought back the days of free grass, buffalo herds and Colt's forty-fives. Them wuz the days when every man was a law unto himself, and many the time the best man on the draw kept on living, whilst the slow poke jes' filled another hole on the hill, where a fellow slept his long sleep without the formality of takin' off his boots.

Hope you have a good time 'mongst us, stranger, and don't forget that if you should thoughtlessly use that expression s—of a b—, BE SURE YOU SMILE!

I hear Maria callin' us to vittles, so after you clean up a bit at the wash basin on the porch we'll do our duty to that long-necked dominecker rooster that has crowed his last crow!

OKLAHOMA ITEMS

The Peerless Weighing and Vending Machine of Delaware has been issued a charter in the state of Oklahoma. Capital stock \$20,000. R. E. Buckles, 401 Petroleum Building, Oklahoma City. Home office, 2219 41st street, Long Island, N. Y.

Otto Kramer, Wurlitzer man for this district, reports a swell time at the Detroit convention in July.

TEXAS ITEMS

Mr. and Mrs. Rolfe Stanley, from Houston, Texas, were visitors in Fort Worth recently. They were taking in the Frontier Centennial.

N. Nigro, manager of the Big State Novelty Co., Fort Worth, is about the office again after spending a few days in the hospital.

S. L. Stanley of the Automatic Amusement, Memphis, was in Fort Worth this week visiting with Miss Savage, who is manager of the Fort Worth office. Mr. Stanley has visited several of the larger Texas cities.



A great new 1 BALL AUTOMATIC PAYOUT TABLE. As a coin is inserted in the MYSTERY COIN CHUTE, 2 to 8 groups of numbers light on the backboard. Each group lighted has three individual numbers which are matched on the playing field. If the big bronze ball drops into any of these pockets, starting with the lowest number (for example, 1, 1-2, or 1-2-3) the player is automatically paid the lighted odds (from 2 to 40). Beautiful Deluxe Cabinet 24" wide by 50" long. WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT. No Charge for Check Separator.

\$125.00 STANCOR UNIVERTER EQUIPPED
BATTERIES OPTIONAL —

\$135.00 TICKET MODEL OR FREE GAMES
MODEL — AUTOMATICALLY RE-
CORDS PAYOUTS.

WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVENUE

CHICAGO, ILL.

**4 CENTS
A WORD**

WANT ADS

**CASH
WITH
COPY**

BARGAINS: REPEATER, \$35.00; BIG RICHARD, Jackpot, late model, floor sample, \$74.50; Multiple, \$79.50; Double Up (Stoner), \$44.50; Rapid Fire, \$7.50; Red Arrow, \$9.50; Rodeo, one shot, \$22.50; Sportland, \$7.00; Traffic B, \$8.50; Gold Award, \$23.50; Pamco Palooka, late model, \$72.50. Marion Company, 564 West Douglas, Wichita, Kansas.

HAVE 65 SANDYS HORSES. WILL SACRIFICE, owing to territory being closed on counter games. Majority in original cartons. Guaranteed all perfect working, or will trade for Jumbos, All Stars, Hialeahs, Tycoons, Roundups, Turf Champs, Pamco Palookas, Credits. Milton Pivan, 4206 North Kimball Street, Chicago, Illinois.

GOLF CLUBS, BANKRUPT STOCK, HICKORY shafts, leatherette handles, new chromium plated, regulation size, in use on every popular golf club course in U.S. No woods, all irons, No. 1 Driving Iron to No. 9 Putter inclusive. Samples 5 clubs, \$2.50. Lots of 100 or more \$42.00, or will trade on late model 5c and 1c slots. Lincoln Surplus Co., 123 South Galena, Freeport, Illinois.

FIVE PENNY PLAY LITTLE DUKE VENDERS, \$10.00 each. 10 Mills Penny Play Front Venders, \$10.00 each. 7 Hold and Draw, \$10.00 each. 15 Cent-a-Smokes, \$5.00 each. 25 Meters, \$1.00 each. 10 Mills Wall Boxes (never used), \$2.50 each. 3 Mills Troubadores, will trade for counter games. Machines in perfect condition. Cherokee Novelty Co., Cherokee, Okla.

MAILING LISTS, NEWLY COMPILED OF buying operators and jobbers from coast to coast, by states, arranged alphabetically, 2,500 names, \$5; 5,000 names, \$9; 7,500 names \$12. Our lists up-to-date, accurate because of regular mailings. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

WE FURNISH ALL TYPES OF TOKENS or Checks for pin games and payout tables, slot machines, etc. Mailing Lists compiled, Coin Counters, Name Plates. Write for circulars and samples. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

FOR SALE: ALL KINDS USED MARBLE tables, Alamos, Turf Champs, Jumbos, Peerless, Daily Races, Pamco Parlays, Put and Takes, Bonus, Big Shots, Daily Limit. Write for prices. Wichita Novelty Co., 717 Ohio Avenue, Wichita Falls, Texas.

WE CARRY A COMPLETE LINE OF ALL the latest floor and counter machines. Big variety of late-model machines at low prices. List mailed weekly. Marion Company, 564 West Douglas, Wichita, Kan. (Reg.)

PENNY AND NICKEL ALUMINUM TUBE Coin Counters, Stacks, counts, make wrapping easy. Fits pocket, 1c or 5c size, \$1.50 each, postpaid. Supreme Products Co., 333 North Michigan Ave., Chicago, Ill. (Reg.)

COUNT PENNIES AND NICKELS? PRESTO Coin Counter counts and stacks 100 pennies, also stacks nickels. Fits pocket. \$1.50 each postpaid. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill. (Reg.)

WE BUY ANYTHING IF THE PRICE IS right and pay spot cash. One ball pay tables, Paces Races, cigarette machines, phonographs, slot machines or anything else. Charles Pittle, New Bedford, Mass. (Mass.)

WANTED TO BUY: MUST BE CHEAP FOR cash. 100 slot machines, marble games and counter machines. R. H. Donahue, 1429 East Randolph Street, Enid, Okla.

SEVEN 1935 BUCKLEY DE LUXE MODEL Diggers. One Buckley Treasure Island. All A-1 condition. \$100.00 each or \$700.00 for lot. H. Gross, 5624 Ocean Ave., Arverne, L. I.

FOR SALE CHEAP—BALLY ONE BALL pay tables. Slot machines. Paces Races. Snack Vendors, and other machines. Write for prices. Charles Pittle, New Bedford, Mass. (Reg.)

WANTED—TRADE IN YOUR OLD SLOT machines for new or used equipment. Give full information in first letter. Marion Company, 564 West Douglas Ave., Wichita, Kansas.

**From the Office of
ELECTRO BALL COMPANY
Dallas, Texas**

E. D. Furlow and family are leaving this week for a vacation. They plan to see some of the California country and sample the famous California sunshine.

J. W. Smalley, out of the main office of Electro Ball Company in Dallas, is in Houston for awhile managing the office there in the absence of Von Reydt. Mr. Hans Von Reydt, Houston manager, is on a trip to Germany to visit his mother who has been ill for some time. He plans to be away about two months.

A. C. Hughes, of the phonograph division of Electro Ball, has returned from a recent trip to Memphis. He looked over the branch office of the company while there.

S. H. Lynch, president of Electro Ball Company, has just returned from a trip through the East. He visited New York, Chicago, and other points and while en route home visited the Electro Ball office in Memphis. Memphis evidently is the home of true Southern hospitality, judging from the many visits the others are making to their city.

J. E. Storks and family are going to Los Angeles for their vacation. Mr. Storks is the auditor for Electro Ball. It's "California, Here I come" again—such popularity must be deserved.

Buster Clessi, one of the big operators of New Orleans, was a visitor in Dallas this week. He seemed pleased with the outlook for fall business.

ADVERTISERS INDEX

A	
A.B.T. Mfg. Co.	31-101
Advance Machine Co.	46
American Chewing Products Co.	108
B	
Bally Mfg. Co.	1-23-86-87
Birmingham Vending Co.	45
Brewer, Chas. Co. & Sons	34
Brunswick Record Corp.	8
Buckley Mfg. Co.	9-10
C	
Capehart Corp., The	6-7
Charles, C. & Co.	60
Chicago Metal Mfg. Co.	29
Classified Ads	108
Columbus Vending Co.	34
D	
Daniels, M. T.	27
Daval Mfg. Co.	81
E	
Electrical Products Co.	27-30-42-55-59-66-69-100
Electro-Ball Co., Inc.	81-85
Ewing, F. C. Co.	32-56-58-69-98
G	
Gottlieb, D. & Co.	19-21
H	
Harlich Mfg. Co.	57
I	
Illinois Lock Co.	46
L	
Little Nut Vendor Co.	44-60
Louisiana Amusement Co.	4
M	
Marion Co.	33
Melbourne Hotel	68
Mills Novelty Co.	61-62-63-64
Mc	
McCormick Machine Co.	58
N	
Norris Mfg. Co.	84
Northwestern Corp.	39
O	
Ohio Vending Machine Co.	59
P	
Pacific Amusement Co.	102-103
Permo Products Co.	99
Plaza Hotel	72
President Hotel	54
R	
Reynolds, Earl Co.	53
Robbins, D. & Co.	96
Rock-Ola Mfg. Corp.—three cover pages and 11-12-13-14-35-36-37-38-40-41-89-90-91-92	
S	
Seeburg, J. P. Co.	104-105
Sherman Hotel	70
South Coast Amusement Co.	102-103
Standard Transformer Co.	106
Stelle & Horton	4
Stoner Corp.	5
Supreme Products Co.	45-56
T	
Turner, L. E.	66
V	
Venitor Corp.	43
Viking Specialty Co.	72
W	
Western Equipment Co.	23-24-25-26-107
Wewoka Novelty Co.	98
Wurlitzer, Rudolph Mfg. Co.	47-48-49-50-51-52-73-74-75-76-77-78-79-80

BALL GUM

Watta Polish

ALL SIZES FLAVOR THRU and THRU PERFECTLY ROUND

Protective Packing

AMERICAN CHEWING 128 Mt. Pleasant

NEWARK N.J.

Vacation Time



IS SCALE TIME!

★ Looking for some good scale locations? Look around on your next trip to a vacation spot. Or ask your neighbor where he spends his vacation—

— Then put some LoBoy scales in the back of your car or in your truck — and put them out where the public is these days. You can't miss!

The LoBoy is the only scale for vacation spots — waterproof — rust proof — cheat proof — right size — easy to handle — accurate — dependable — perfect!

LOOK AT THESE LOBOY FEATURES:

- Size 44 inches high, 10 inches wide. Platform is 10 inches by 18½ inches.
- Cast iron column and base.
- Triple coated with non-scratching genuine porcelain enamel.
- Spring-less platform.
- Clog-proof coin chute with basket-style trip.
- 3 colors — Green, White and Blue.
- Assembled by specialized scale craftsmen.
- 5-year written guarantee.

Order your LoBoys today—and see what real scale collections are like!
ONLY

\$39⁵⁰

ROCK-OLA MANUFACTURING CORP.

800 North Kedzie Ave.,



Chicago, Illinois, U. S. A.





*The Swing
is to*
ROCK-OLA
MULTI-SELECTORS

